**PEP Session 3 - 08.04.2025\_Transcription**

[Rachel Davies] (0:02 - 0:50)

Ladies and gents, we're live on stage in three and a half minutes time. Please take your seats. Ladies and gents, this is your two-minute warning.

Grab yourself a drink, finish your conversations. We're live on stage in two minutes time. Ladies and gents, please take your seats.

[Speaker 11] (1:34 - 1:45)

Ladies and gents, we're live on stage in two minutes time. Ladies and gents, we're live on stage in two minutes time. This is your one-minute warning, ladies and gents.

[Rachel Davies] (1:46 - 2:12)

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

Get ready to put your hands together. We're live on stage in 30 seconds. Take your seats.

[Speaker 8] (2:42 - 2:58)

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

[Rachel Davies] (3:02 - 5:09)

Do we feel better now we've been fed? Have we got some energy? Say yes.

Say yes louder, I'm going to do a massage game. You really don't like that massage game, do you? Right, so welcome back.

Right, ready for the next instalment. This instalment is going to be even better than the last two sessions. It's going to be really highly valuable.

It's actually my favourite session of them all, so listen tight. Before we get into it, I just want to thank and do a quick shout out to our sponsors. There's a lovely banner here.

We have our sponsors here, Ultimate FD, with our lovely Josh Keegan. Also, Nigel, accountants, you might have heard us talking about Ted Skill in the Facebook community, and also Vavavum with Richard Evans. Ultimate FD are the platinum sponsors, and Nigel, accountants, the gold, and Vavavum are the silver.

There is some opportunities, but if you're interested in becoming a PE sponsor, then there is the opportunity. If you look in the workbooks, I think it's on the inside front cover, there is opportunity for you to put yourselves forward as a sponsor. We only work with people we know, like and trust, people we've worked with or people we're currently working with, but they're definitely people that we would wholeheartedly recommend.

If you think that's something that you might be interested in business-wise, then please speak to Bianca or scan that QR code in the workbook. Let's get up and give back time, people. Yes, the season is upon us.

The countdown has started. It's all very exciting. Here to give us an update on how we're going to save lives this year and give you the detail on the campaign is the one and only King of Karma Credits, the owner of Rover Homes and Rover Homes Mentoring.

He's our very own leader on Get Up and Give Back, and he's our very own property entrepreneur advance member. Please give it up and give a massive, rousing round of applause for Dan Norman. What a fantastic t-shirt as well.

[Speaker 3] (5:09 - 9:39)

I mean, where'd that come from, right? How'd that happen? Isn't it amazing how it's April already?

It's April already, and 2025 as well, which is just bonkers. The reason I acknowledge that is very simply because we like to acknowledge people who are going that extra mile in Get Up and Give Back. First of all, I have to acknowledge Crowd Property for their incredible sponsorship.

What's that? That's when you get someone called Spencer and put them on the ship. Sponsorship is what we're talking about with Crowd Property, and they've already put 5,000 quid in the tin.

So we're a 20th of our way to our title, and we haven't even started promoting what we're doing yet, which is incredible. I also need to acknowledge, and I'll call them first among equals at the moment, Tina, thank you so much for everything you've done already because you've already fundraised just by doing some stuff at the Latch on the Latch, which is incredible. Kathy, where's Kathy gone?

Your efforts, brilliant. Kat, thank you so much for your support. Where's Josh?

Josh Radley, epic work in the WhatsApp groups, mate. Absolutely fabulous. Really, really helped people out because we get better and go further together.

So what are we doing at the moment? If you're involved in Get Up and Give Back this year, have you set up your CrowdFundal link because it's going to be really, really difficult to fundraise if you haven't done that? Downloaded the promo and fundraising plan.

We've tried to set it up so even the people on Advanced can get this right. Some of them are, some of them it's a bit questionable, and we've got an asset vault, so you don't have to go and make all your own stuff up. If people want to do that, that's fine, but trust our process.

We've had 364 people go through Get Up and Give Back, so why not learn from their mistakes rather than going through your own effort? That's why we do this. Sorry, go back again.

Have you joined your WhatsApp group? Most people have. I think there's one or two who are going to turn up a little bit lonely, probably on the wrong day on Snowden in their flip-flops and beach shorts.

That might be a bit of a challenge. QR codes are in the workbook on page 46. If you have not taken part in any of those actions, the QR codes are page 46 within your workbook.

I've mentioned the promo and fundraising plan. This is the oversubscribed model. It looks a bit complex, but it's actually broken down into specific areas, month by month and week by week.

So month one, April, is promotions. Month two is fundraising, and month three is June, which we call the final stretch. The reason for that being, in that final stretch, when all the hurly-burly's done, when the battle's lost, the war won, as Hamlet said in Act 3.

You can be impressed with that. I was quite impressed I remembered that. The final stretch is where we actually can raise 10 to 15 percent extra on top, because it's not done when we're done, it's done when we're finished.

I'm going to very quickly talk you through this month, April, which is all about promotions. Now, this is tried and tested. It's a process called oversubscribe that Chris Moss has used very successfully with a whole bunch of people.

My background was actually in nightclub promotions. We stuck about two and a half million people through nightclub doors across a period of time, and to say I was impressed by this marketing campaign is what I should have been doing over those 25 years. Very, very simply, week one, we're in week one at the moment, which is called countdown.

You might want to call it a teaser campaign. We're not actually going to tell anyone what we're doing, we're just going to imply that something's coming. So the countdown began Thursday the 3rd of April.

There's two days to go until a launch on the 10th. That is an example of a countdown, not a count up as someone did, but it goes 7, 6, 5, 4, 3, 2, 1. Even advanced can do this.

Week two is all about the cause. Now, we break it down into separate steps, because good promotion, good sales, is all about storytelling. And if I said to you, and the prince kissed the princess and everything was over and everyone was happy and the kingdom was saved on day one, it ruins the whole pitch, doesn't it?

It ruins the whole story. So we release it bit by bit, we're telling a story. Week two is the cause.

There's some specific assets we have for this, which are the statistics of the damage, the health issues, the injuries, the accidents, and so on and so forth. Now, someone will say this a lot better than I will do. So I've just got a little video from Dan Hill for you here.

[Josh Radley] (9:40 - 11:29)

You know that there are over 30,000 cardiac arrests happen in the UK every year, but due to less than 5% of people feeling confident to deliver a first aid, the survival rate is only one in 10. Now, this is ridiculous. This is embarrassing.

Unfortunately, I have been in that position. Years ago, I was at an airport, somebody collapsed, had a seizure, and I panicked and had no idea what to do. After that, I went and got first aid trained.

And in the first three years of being trained, I never used it once. In the year after, I used it four times in 12 months, and one of those actually saved somebody's life. I think it's criminal and crazy that less than 5% of the population are able to deliver first aid support.

And the reality is you, your family, or your friends are going to need first aid support at some time. And at the moment, there is nobody there to deliver it. I am passionate about this topic because I have delivered first aid and I've seen the life-saving value it adds.

I've also seen the horrendous impact of not being first aid trained, where you genuinely are risking and could cost the life of a stranger, a friend, a family member, or even yours. That's why this year, we are raising enough money to pay to train 1,000 first aiders across the UK to make sure you never get stuck in that situation where either you can't deliver that support or you can't get the help you need. Up to 59% of deaths from injury could have been prevented if first aid was given before the ambulance arrived.

Let's make sure that never happens to you or anyone you love. Join us this year for Get Up, Give Back, Save a Life. It could be your friends, it could be your families, or it could even be yours.

And at the moment, the statistics do not work in your favour. Show your support now, whether it's fundraising, donating, or just supporting, because you don't get a second opportunity to save a life. Every second counts.

Take action now and join us for Get Up, Give Back 2025, and let's save some lives together.

[Speaker 3] (11:30 - 14:59)

Who would prefer to use that rather than do it themselves? Simple, isn't it? And you're also getting the credibility of someone who's got this enormous organisation who's there promoting it for you.

It's incredible. And more importantly, to have the life experience of not knowing what to do and not being able to do what you needed to do, compared to the opportunity of actually saving someone's life. Incredibly powerful.

Week three, Thursday the 17th of April, is all about the charities. This is where we tell the story of the Midlands Air Ambulance and how they not only provide the care and the support and the trauma teams that they do, but they also train people in that, somehow alongside all else they're doing. Freddie's Wish, who was here last month?

They saw the story of Charlotte, Charlotte Jolie. Incredible. So we'll be sharing the videos of that.

And Thursday the 4th, we're the most fantastic organisation with a mission to train 13,000 kids a year, because that's something that we don't have in our schools, amazingly. It's surely a life skill we should all have, but we provide the assets for that across our month. Promo week four is challenges.

This is where we share the stats, we share the process, we share the battles, we share the efforts, we share the training that you go through to do any of those activities, whether it's snowing, whether it's running, whether it's walking 600,000 steps, it's the progress and so forth to do that. Just going to briefly touch on May. May is fundraising month, so we switch gears from promoting to fundraising.

And there is again a process in this, where to be blunt, this is where we get a bit more blunt. And in the words of the fantastic ancient philosopher, Jerry Maguire, show me the money. This is where we get that little bit more direct, but we'll teach you through that process.

At the moment, all we're doing is promoting, we're sharing a story with the assets we've got. Make sense to everyone? Good, good, good, good, good, good.

I can't say enough, if you're on GetUpGetBack this year, make sure you're in the WhatsApp groups, put them on, don't mute them, because you will miss important information. This is how we dispel things, so we make sure that everyone is getting direct to them, or their VAs if you're clever, you can use your VA. Thursday the 5th June is the GetUpGetBack grand finale, barbecue, firework, property entrepreneur summer party.

The slightly bad news for you guys is if you haven't got your ticket yet, it's actually sold out and it's waitlist only. Okay, so if you want to come to that, we are holding a waitlist, if there are spaces released, then we will get them to you, or alternatively move it to a bigger venue, but that's what we do in oversubscribed. So if you want to come, you'd better let us know quick and we'll make space for you if we can.

Please don't sit on the fence. This is the bystander effect. It's like Dan said in the video, he wanted to help, but he didn't know what to do.

He wished to help, but he didn't know what to do. The fence doesn't look comfortable to me. Does it look comfortable to you?

So contact details are there as always. If you've got any questions, queries, our phones are on, our emails are there. So if you're on GetUpGetBack this year, please ask questions now.

We'll help, we'll assist, we'll drive it forward as we can, because as we always like to say, there's never a second opportunity to save a life. Thank you so very much for your time. Ladies and gents, I'll hand you back to Rachel.

Huge round of applause.

[Rachel Davies] (15:03 - 19:39)

Thank you very much. Marvellous. Cannot wait.

Really looking forward to this. Love it every year. It's so fantastic.

If you're getting involved, you will absolutely 100% enjoy it. I'm climbing Snowdon and I'm doing the Firewalk. So that's what I'm doing this year.

Cannot wait. So it's going to be fantastic. So if you're not taking part, please donate.

Get your friends to donate. Share all and like everything and pass it around your communities. But if you are getting involved, fantastic, because you are going to have a brilliant experience.

Right, so moving on to session three. Are we ready for session three? Are we ready for session three?

Yes. That's better. Thank you.

I feel like a teacher. Do teachers do that? They probably don't, do they?

So who here feels like they're too busy? Haven't got enough time in the day to do everything you want to do? Come on, some of you are lying.

Come on. We're all, I even feel like that right now when I've got an assistant. So this session is all about do nothing, delegate everything.

And I said you were going to hear that a lot today and you absolutely are. Because what we want is for you to be doing all the high value work, all the things that you enjoy, and then giving everything else to other people to do who've got the energy to do it. That's what this is all about.

And just as we said just now, I guarantee each and every one of you is doing something that you probably don't need to do anymore, you just haven't delegated it. And sometimes you just need to be shown how, and that's what this session is all about. Most entrepreneurs, they're busy on the hamster wheel of life, they're overworked, they can't fit enough clients in for the hours that they've got, they are doing low value work all of the time, they're in their inboxes, doing small value things, and they spend very, very little time on the high value activity.

That's the stuff that drives a business forward, isn't it? And when you think about it, if you put some thought into this, you think about what you could be doing that's high value in your business right now that would really help grow it. How often are you getting the chance to do it?

It's probably very little. So this is how we solve it. What we want to get you to is a place where you value your time, you understand and have appraised your hourly rate, and you know how valuable your time is.

Everything else, you give it to other people, then you become highly leveraged, and then you become highly lucrative, and that's what we're talking about here. You want to be doing only the jobs that you enjoy, and everything else needs to be done by someone else in your team who's got more energy to do it than you. And I should say this as well, even if they're doing it as 80% as good as you, 80% is good enough, because they're saving you all that extra time.

So remember that, it's about the time that you save as much as anything else. And if you haven't recruited anyone yet, and this is your first part of call, the first thing you should be doing is hiring a virtual assistant or a PA, absolutely, so they can help you take your business to the next level. So that's what's in it for you, but I just wanted you to think about it from another perspective.

This is what's in it for them. So I have, this is Leah, she's my virtual assistant, she works for me and she works for Vavavu. She is 50 and she's got a nine-year-old.

She lives in the Philippines, and this March it was her birthday, and she went to see the hanging coffins in the Zagada province. Now this is a really strange thing that the Filipinos did 2,000 years ago, they used to hang their dead in a coffin off the side of a cliff. Now it's a big tourist thing now, I don't know whether Adam knows anything about it, but it's 300 pounds to do this, in Filipino pesos, that's 22,000 pesos.

Most families in the Philippines can't afford to do this, it's something that the tourists do, but she was able to go, because she earns more from me and she earns more from doing Vavavu than she could for a Filipino company. So the value to them is absolutely extraordinary, and they are very grateful for it, and with the right support and the right training in place, virtual assistants from the Philippines can be absolutely vital for your businesses. Some key words that I said there, training and support, you have to support them, but they can be absolutely fantastic, and I've worked with Filipinos for the last five years, and I've had loads of incredible results.

But the trainer that we're bringing on now, he's hired VAs, PAs, EAs, he's got the t-shirts, so I want you to give him a massive round of applause, I want you to raise the roof actually, because it's session three, we need to keep you riled up and the energy high. He's a multi-award winning entrepreneur, he's our digital nomad, he's the MD of Property Entrepreneur, give it up for your head trainer, Mr Adam Gore!

[Adam Goff] (19:47 - 1:27:41)

All right, how we doing? Are we good? Say yes.

Has anyone got a sore neck? Yeah, you said, yeah? Right, let's get on our feet, let's play some music there.

Yes, let's get on our feet, on our feet, on our feet ladies and gents, come on. I've got a sore neck, I just got off a flight. You know it, turn the person to your right, and ask them, do you like it hard or soft?

And then execute, let's execute, let's go, let's give ourselves a nice little rub down. Come on, get in there, work the knots, work the knots, it's not weird, it's not weird, that's weird, that's weird, that's weird, come on, get in there, give it the old tie, I want to see this now, the slapping, come on, and then swap over, let's swap over, you can't have all the fun, let's do the conga, this is good, get hard or soft, hard or soft. Get in there, that's nice, that's nice bonding, okay, all right, call it quits there.

Tina and Charlie, when will you learn? It's weird, Charlie's like, it's every time. David, you haven't, David, you know you're married, yeah?

I think you're enjoying that a little bit. We're in the safe space in the tree with the, I thought we were in the... You're never too old for the massage game, are you?

You're right, it's a good one. Good, I hope we're enjoying ourselves, we're having a great day. This is actually what it's all about, right, leverage, because no one here can build a business just themselves.

The things we have at our disposal as entrepreneurs is leverage, and there are three types of leverage, and I hope I remember them, because I'm just going off piste here, but one of them is tech, okay, tech is where we can leverage ourselves massively, another is money, and another is people, and as entrepreneurs, we need to leverage all three of those, because that's how we multiply things, and if we all were just happy having a job, and getting paid by the hour, we wouldn't be in this room, like, understanding the power of leverage is the key to unlocking more wealth, that's ultimately what it is, third, tech, money, and team, like people, these are the only three things you can leverage, and understanding how, now that we've set our vision, and we've built some systems, and we've got our finance sorted, if we're following the entrepreneur methodology to perfection, we now need other people to go and deliver our dreams for us, what did Marco Pia White say at the Blueprint, the video that I showed you, do you remember, and it was like, you are the Pied Piper, it's other people that realise your dreams for you, and as soon as you stop thinking it's all about you, and it becomes all about other people, in the same way that Rachel shared that awesome story about Layla, by the way, Rachel, you're paying Layla way too much, obviously, I'm only joking, because that went down really badly, didn't it, but that was better, so we are still laughing, good, it's like, when you take that perspective, and actually, I'm being selfish by keeping all this money, because I'm actually stopping other people to realise their dreams, that's when you step into a whole other league, and it doesn't stop, I had a similar realisation recently with PE, it was like, God, I am getting in the way, I need to help other people, I want other people to be serious money from Property Entrepreneur, because then that's going to help the business multiply, and it's this abundance mindset, so we all need to be tuned into this building of the dream team, because this is what holds basically most entrepreneurs back, so that's why this session is so important, and when I think about Rachel's journey, Rachel went from really busy, stressed property investor, to building a business, and then her Hall of Fame story is that she got to go on holiday for two weeks, not checking email and spending time with her family, for her, that was a huge step change, and how did she do it? Well, she did it by setting a vision, creating systems, and then hiring those VAs that you saw, she actually got two or three of those, and that's what gave her the freedom, so for some people in this room, that will be the step change, other people already have teams, and then they need to be probably hiring gatekeepers and higher level people, but it never stops, are we all on board with that now?

We all understand why this is so important, okay, great, well, let me give you a bit of background, I know Josh has probably already stolen my thunder on this, hasn't he, with the snowboarding, all right, okay, cool, so did he tell you about his man bag? Oh, he didn't, he didn't tell you about his man bag, that he took everywhere, please tell me he's got it on, yes, what? He's the only snowboarder I've ever met who takes a backpack, snowboarding, he's got everything in it, he's got his makeup, he's got his change of clothes, he brings water for the whole group, he's got Harvey, his son's toys in there, and he's like, dude, Harvey's not even here, and no one can hear you, you need a mic if you're going to speak to us, no one can hear you, this, I was just a little bit embarrassed to be frank, I'm that type of snowboarder who thinks I'm cool, you know what I mean, I'm like hanging out, anyway, we won't talk about that, but no, we had a really good time snowboarding, I'm not sure what Josh shared with you, but if you are thinking of applying to the mastermind or the board and you want to come skiing, you do have to be intermediate or better, I need to talk you out of it if you're a beginner, you're not allowed to come, because someone came who wasn't very good and let's just say they might have broken a rib, so serious skiers only, but we had a real laugh and that was a lot of fun, that was in Switzerland, and we have basically completed our winter hit list, bless you, I don't know how we've done it, I don't know how Bianca's done it, but we have two tasks left, and one of them is turning out to be a much larger task than we thought, which is we're reorganising the vault for advance, which Lauren's deep into, which we've done some of, but it's not going to be finished until the end of the month, and Yolanda's got one as well to do with marketing, so we are, I mean, I think that's pretty good, 98%, did we get a round of applause for that? Yeah, that's pretty good, we all know that Josh is just a joke, all right, but he did get there in the end, well done Joshy, or is this one task turning up?

No, because you probably might have failed at that as well, to be honest, no, it was a long task, Josh assured me, it was a big thing, but let's not go into that, so yeah, so it's been a busy month, but this is, so just to kind of reiterate what I said at the start, most entrepreneurs will think the answer is more work, and when you work harder, you create more noise, and that can take you so far until the point where you're working late, you're working early, you're working weekends, sound familiar?

All right, this is how most people go, and then they get to the point where they break, either their business breaks, or they break, or their relationships break, or you get all three of those, the trifecta, but ultimately, we want to try and get you to a point where you can learn from our mistakes, and not get to burnout, or bankruptcy, or divorce, before you realize you need to hire some help, and that's ultimately what this comes down to, now, I would say that almost everybody in this room can get a step change this year from hiring more assistants, some of you will have never hired anyone, in which case, I promise you, that just by hiring one assistant, you will get the value back from your course fees, just in that step change, because that one step change, like it was for Rachel, will change your whole life, so this is where you really start to, I think, get ROI on what you've invested in this course, if you just did this, this would be a game changer for you at the end of the year, like I've hired an assistant, oh my god, I don't know why I didn't do it before, so you can just do it from this, if you've already got assistants, and oh, boring, I've done this, no, because there's a level above, you know, we're talking about EAs, gatekeepers, and if you've already done that, you can effectively use this blueprint to like hire MDs, and people like that, so you can go to chairman level, so this is about leveraging, and it's about hiring key people to support you in your dreams, in order to do this, what we've got to try and get across to you, is a mindset shift, now I used to have a video on here of P Diddy, talking about how he wanted to delegate everything and do nothing, but I had to take it out, I was like umming and ahhing, I was like umming and ahhing about it, and it was at a party, so it was just a bit weird, but no, anyway, I'll take it, there's a fantastic video online of P Diddy actually talking about, anyway, I won't go into it, but yeah, about how his goal is to do nothing, you know, he's like, I pay great people, so I don't have to do anything, and that's really where we want to get to, why, not because we're lazy, but as one of the podcasts I'm going to recommend in this session, Dan talks about, it's like, because you do not realise the value you're missing out by being bothered with small problems, your job is to be bothered with big problems, solving big expensive problems, and you're missing money, you're leaving money on the table by doing these low value tasks, low value tasks that your brain finds easy, that you convince yourself are important, but actually we ultimately, our bank balance and our wealth is a reflection of the problems we solve, so if you want to keep solving small problems like booking train tickets, then be my guest, but if you want to solve bigger problems, then you'll start to see the zeros, and the key thing I would say about this is like, and this is what I try and say to people all the time, is like, just because you can do something doesn't mean you should, just because you can do something doesn't mean you should, if you are a bookkeeper, I would tell you to stop doing your own bookkeeping, I don't want you to do your bookkeeping, that is a 15 pound an hour job, and who here wants to earn more than 15 pounds an hour, who here wants to earn more than 15, everybody, good, good, everybody, because I was going to ask you if you didn't, all right, it's just not worth it, so just because you know how to do something, I'm going to say it again, doesn't mean you should, this is like a really fundamental mindset shift that we've got to get you into, all right, so this session is going to take you through, you know, really the blueprint for this, to allow you to get clarity over what assistance you might hire, the work they're going to do, and how you can bring them into the business and have maximum success. Now, we've talked about task triangle already today, but I want you to think strategically about every piece of work you ever have come across your desk, and I want you to start putting it into the task triangle, every task you can apply this to, every task there is a high value part to it, which is the decision or the business development, this is the sort of thing we do in prime time, this is the high value stuff, this is where we add the big money, once we've done that strategic thinking, then there's the management level, which is the medium, the medium level or level two, you know, this is where things get managed, this is where like there's noise, or you go and employ someone to do it, and then you're answering 20, 30 questions, this is the management side of it, and then of course there's the low part of the task triangle, the low value part, which is the delivery of it, like doing it, and I thought Josh summed that up really well earlier when he talked about it, it's like high, medium, low, and you want to write down business development, high, business management, medium, business delivery, low, and you want to get to the stage where you are just doing the high, because the high is low time input, but can result in maximum value once it's managed and delivered by other people, so ultimately we want to buy back our time, now we've been talking about buy back your time way before the book ever came out, we love that book because it's literally like, it's almost as if it was written by Dan and I's love child, Dan Martell, you know, it's like literally when he writes, I'm like this is literally what I've been saying for 10 years, so I know it works, that's why we recommend his stuff, because the reason we've got you to time track since December and January is because this whole game of leverage is about tracking your hours that you work and the money that you earn to produce your hourly rate, right, every year from now on for the rest of your working life you need to be tracking your hourly rate, because the goal is to increase our hourly rate if we want to earn more money and work less, is that correct? So ultimately all we're doing here is buying back 5, 10, 15, 25, 100 hours a week at 5, 10, 15, 25 pound an hour, so that we don't have to do that work and then we can earn 25, 55, 75, 175, 5,075 pounds an hour, because by freeing up our time we're able to do bigger deals and make more money, that's what this is all about.

The mindset shift of the task triangle, as I said when I was just describing it, is that everything you think about has to be highly strategic, every bit of work you've got to do, everything that's on your to-do list, everything in your Sunday sanity has got to be analysed and the task triangle applied to it. Obviously if you don't have anyone working for you, you can't delegate anything, but as soon as you start asking yourself the question who is going to do this, not when am I going to do it, is the sooner you can start moving up the task triangle. Of course, as I've said earlier, there's the three levels, you've got the high value, business development, you've got the mid-value, business management, which could be done by an EA for example, we're obviously specifically talking around world-class assistants right now.

Now in an ideal world, you would get to the point where you are thinking of the crazy ideas in the cave, you've got your journal out and in prime time you've come up with a new product or idea or something like that and then you deliver it to a gatekeeper like an EA. You can say this is what I want to do, for example we created a new school card for a property entrepreneur the other day, it came to me and I was like right, we need to do this, this is our big thing, boom, I just did a really simple loom video, it took me six minutes, a little spreadsheet, straight over to my executive assistant. Now she is going to do the management of it, like okay it's got to go in the ops manual, this is what we need, where do we get the data from and then she'll probably deliver it or she'll give it to another one of my assistants to deliver.

But I did the creative bit, now every week on a Monday at 9am we're going to get a school card, but I just did the thinking. She did the medium bit, the management and then she'll then delegate it probably to another assistant, a virtual assistant or in this case you may delegate it depending on the task to a personal assistant. I'll talk about the difference between personal assistants and virtual assistants in a second.

So yeah, so hopefully that kind of gives you a bit of an overview in terms of how that might work out. Basically you want to have yourself at the top, your gatekeepers in the medium level, these are the people that protect you from the noise, I'll talk about them in a second and then everybody else and this is where we're going to and you won't get there in one year, but you might be able to get something that's going on in your life to this point where you just don't have to deal with any of the noise anymore, so rather than dealing with five people you're just dealing with one, your gatekeeper. This is the key to a quiet life where you can focus on what's most important, which is what we all want. Okay, so yeah, high, medium, low.

So my story around assistants, so I've been sat where you are, so who doesn't have an assistant right now? It's not a test, I'm not going to hold it against you while we take a photo of all these people. No, that's later.

So me being a narcissistic little twat, sorry, did I just say that? Me being arrogant and incredibly handsome, when I was young I was a little bit tight I suppose is probably the best way to put it, I was a bit tight, tight and I didn't want to spend any money. I kept thinking that the more money I spent on team was less money in my pocket, less money in my Asda pocket, Asda price, keeping it to myself and this is how I approached everything, everything was transactional, it was I win, they lose, right, because I get more, they get less and it was a very limiting belief and frankly quite a naive way to be but we'll have to start somewhere.

So when I decided that I wanted to get an assistant because I had work coming out of my ears and I was pretty burnt out at the time, I don't know if I told you this story but there were times in my journey, probably twice, certainly one time I can remember where some days I just didn't want to leave the house and all I would do is eat Haribo and that's when I knew something was up, you know, I was like this isn't like me, you know, normally I'm just like a Cadbury's milk tray guy, whatever, you know, like Haribo, no, but like there was, I had to stop growing the business because I was burnt out and so I decided to get help and when I got an assistant I was like yeah I'm going to get an assistant but I'm going to limit it to £250 a month, I was like I want to try and spend the mindset that I took into this whole thing because every time I thought I was spending money I thought I was losing money. I did this dance for about six to nine months and then I was getting some business coaching at the time and I realised actually no, this is actually a pretty good trade off because £12 an hour is nothing, like I'm earning like thousands of pounds a month or tens of thousands of pounds a month, what am I doing?

And then I thought what if I flip the game on the head, it's not how little can I spend, it's how much can I spend with my assistant because every time I, this is when I realised the buy back my time thing, this was around 2013, it was like every £12 I spend I get an hour back, it suddenly dawned on me, I was like actually I want to give her everything, like how, and it just suddenly became a whole different game and that simple change allowed me to start scaling my business again.

I went from 20 houses to 43 houses within two years because I suddenly realised the power of leverage but it got to the point where I was burnt out and eating Haribo to realise what I am now sharing with you, all right, and ultimately that's what's kept me out of the trenches, like this is what keeps people like Dan out of this room or you or Josh out of the trenches is your team, your gatekeepers, your assistants who are fighting the good fight for you so you don't have to.

When I sold my business and retired for a few years it was like how am I still on the beach even though I've got a portfolio, even though I'm still doing this because I had really good assistants around me, I never had to do anything, I could stay on the beach, I could stay at the surf camp because other people were answering the phone, answering the emails, doing the things. So this is like, this is the protection that we all need around us. Business is not an individual sport, it's a team sport and these are the people that are going to get you there.

So let's look at the roles in a little bit more detail, all right, so I'm going to look at the difference between, because one of the questions I always get is like what does your personal assistant do for you, what is an executive assistant? There will be time for questions at the end. So hello virtual by the way, I missed you, how are we, are we good?

Lots of you on virtual today, it's nice to see you with your cameras on as well, thanks very much. I see Clark and Francine are now sharing a camera because they started off in separate rooms, so I can see you guys are talking again now, which is great news for everybody, that's good news, good to see you together. Anyway, so listen, a personal assistant will help you with your personal things, you know, I've run out of deodorant, you know, I need to like get me some food shopping please, can you book me some travel?

It's like personal stuff, there's nothing particularly difficult about it, it'll be things that you do, that you do or your husband does or your wife does or your kids do for you, it's like admin-y, housework-y, life admin. This is another one I like to say, who here likes spending Saturday doing life admin? Saturday's my life admin day, or Sunday?

Sunday? Come on, some of you are just liars, aren't you? I had this chat with this guy in Bali last week, he was like telling me, I love a good opportunity to coach, you know, any chance to like just coach people, especially my friends, they love it when I coach them.

Had a big argument with my friend, bless you, snowboarding and telling him how he, you know, he records everything he spends on his phone every time he spends it and he's Italian, I was like, dude, like have you heard of something called PCM? You know, I was like trying to convince my friend that we had this blueprint for money tracking for half an hour a month, was like trying to get, you know, trying to get blood out of a stone, like I was like, dude, this is my job, you know, this is my job, right? But he's like, no, this is much better, every time I advice, it just takes a two minute, two seconds, I just do right, on my phone, two seconds, every time he spends something, he's like, yeah, I'm like, right.

Anyway, I was in Bali and this guy was telling me how he loved doing life admin on Saturdays. I was just like, hang on a minute, I can't let that slide. I was like, what do you do?

He's like, well, you know, I do put my travel and like sort my admin, you know, life admin. I was like, right, he's like, yeah, how many days do you get a week? He's like, two.

I'm like, cool, so 50% of your free time is spent doing admin. He's like, yeah, yeah, I love it. I was like, okay, cool.

I was like, hmm, let's work this out. So how many Saturdays do you get in a year? Let's say like maybe you get like 48 Saturdays in a year, yeah, maybe some family stuff.

I was like, what if you get 48 in a year? He's like, yeah, four in a year. I was like, oh, so you're like 42 now, so, you know, the next 10 years you might have like 480 Saturdays, like, you know, and he's like, yeah, he's like, right, so Saturday's like your fun day, he's like, yeah, he's like, hmm.

I was like, how much would you pay to have 483 days where you could do whatever you want in your life? You know, that's like ultimately what you're working for is the weekend. And he was like, oh, you've really thought about this, haven't you?

And I was like, yeah, and it was just this realization that we're wasting free time on stuff that is so low value, it's not even funny. Like we work all week to have the weekend to what, sit on our computer for four hours and like dot the I's and cross the T's over, like, it's just a joke. So we need to be delegating this stuff.

And some of you will sit there and go, no, it doesn't take me very long to book my train tickets. No, it doesn't take you very long, but it also doesn't cost very much for someone else to do it. And then you can either be spending time with your kids or in the sauna, as Dan Nash likes to rub in our face on social media all the time, or the hot tub or, you know, spending time doing your hobbies or meditating or going to the gym or doing something that's going to actually like improve the quality of your life, not just ticking off your to-do list.

So your personal assistant can do all that. Your executive assistant, though, will run your professional life. So anything to do with work, you know, anything to do with like, and this is where the management bit comes in, like running your companies, dealing with team, it's like a bit more corporate.

And normally an EA then will be more experienced because they'll understand how businesses work, they're going to have to deal with more professional people, you know, it takes a different skill set to pick up the laundry versus, you know, publish a scorecard to a group of professionals every week, for example. They're different skill sets. So your personal assistant could manage your diary, manage your email, they could do your personal finances for you, pick up your laundry.

People have in-house assistants, right, that could be doing cooking, cleaning, they could, anything that you need done, your Amazon deliveries, all that life admin stuff that just, unless you particularly enjoy it, just adds no value. Whereas an EA could review your management accounts for you, you know, you could leverage that, so you only get like the final, final version. They could draw up contracts for you, they could do hiring for you, you know, they become your right-hand person, you know, they become like a limb that you need to operate your business, they're doing the management side.

Your PA could do all your travel, I mean, again, like the example that, who was it that gave the example? Was it Josh? About, yeah, decide where you're going to go, the budget, Costa Rica, 3K, I'm in by the way, that sounds a lot of fun.

You know, you've decided you want to go on holiday, or perhaps in Josh's case, his wife's decided where they're going to go on holiday, and how much it's going to cost, and then he gives it to his assistant, and then they'll deal with it. They'll deal with it, and then they'll sort out your insurances. I always save money on my insurance, why?

Because I'm not the one shopping around for quotes. Like, my assistant comes back to me with all the renewals coming, it's a 4% rise, I'm like, speak to five suppliers, see if you can find a better quote. Guess what?

Every time we, bless you, we get a better quote. If it was up to me, the blaze, I would just renew. I don't care.

I would just renew it. If I don't have to deal with it, just renew it. But because I've got an assistant at six, eight, nine pound an hour, they're saving me hundreds of thousands of pounds every single year.

So that's leverage. Executive assistant could progress deals for you, you know, build dashboards for you, so you can see what's going on in your business, track data, do all the stuff which you know you should be doing, which you just don't do. And as I've said already, a personal assistant, of course, they could even run your house.

You know, like your personal house, your my house for personal life. They could do that, you know, they could book your PT, they could honestly, like, do whatever. They can literally do whatever if they're your personal assistant.

That's their job spec. Nothing's below them. They're quite happy to help.

An EA can, a good EA can literally run your business for you. You know, they could be an extension of you. They'll be in your email.

They could even be writing emails as you. And they can hold the fort, really. And a good EA can hold his or her own against anybody.

You know, they're smart, they're detail orientated. They know you well enough so they can act as if they were you. And they become, like, really close with you.

So they've got access to you anytime. So it's almost like a, just a really good transition of knowledge. All right, good.

So these are my, this is my team at the moment. This, you know, it does, it's changed over the years. At the moment I've got my executive assistant, Marielle.

These are all hired, by the way, through VaVaVoom at the moment. So Marielle, she's my EA. She is my gatekeeper.

She is the one I deal with. I don't really deal with my assistants occasionally. I say it's okay if they get a hold of me.

But generally, I only work with Marielle. She's got fantastic experience. She's very corporate.

And she's a good manager and a good leader. I've got Mitch, who manages all my, so she's my property assistant. So she's my property manager.

She deals with everything to do with the properties. That's her speciality. She's like a specialist assistant, if you like.

And I've got Heidi, who is my finance assistant. So I've got, like, two specialists in the assistant role. And then Marielle, who's the gatekeeper.

And we're probably missing a PA at the moment in here. We did have a PA, but she didn't work out. So at the moment, Marielle's kind of doing both jobs, PA and EA.

Although I don't give her as much personal assistant stuff as I should, because she's probably a bit too high level for that. And that's fine. You know, that's my team and they're doing a fantastic job.

I really like having specialists who are just, like, narrow at one skill. Because it means I have multiple, like, cogs to my wheel. Previously, I had one or two assistants.

And then, obviously, if they're away or they're busy or something happens, everything stops. Or they leave, everything stops. Whereas this way is a bit more decentralized.

So having, like, three specialists and then a manager means it's a bit more resilient, I think is probably the word to use. All right. Let's talk about recruitment now.

So this quote is a good one. Not recruiting an assistant is costing your business a fortune. Not recruiting an assistant is costing your business a fortune.

Not what everybody thinks, which is, recruiting an assistant is going to cost me a fortune. All right. It's not recruiting an assistant is going to cost you a fortune.

Why? Because you can add so much. If you can't add more than 15 pounds an hour to your business, then you should put your pen down and leave right now.

All right. That's the bottom line. Like, to hit you in between the eyes with it.

If you honestly sit there and tell me that you are not going to earn more than 15, 25 pounds an hour, what the hell are you doing? All right. And if you back yourself and you do believe you can add that kind of value, then you need to invest and get an assistant because you can't add that type of value with how busy you are right now.

You've got to take something off your plate in order to get the time back so you can actually deliver that value. So, the positions that we can hire right now, or this year, or when you leave this room, are going to be for assistant, virtual assistant, personal assistant, and executive assistant, specialists, PA, and EA to run it all. The profile that you need for these people, unsurprisingly, listening to this morning's session, if you were listening, is going to be steals and tempos.

When you get them to do the GNSU test, at the early stage of the interview before you shortlist, you are going to ask them that question, and you are going to put in the bin any reds and greens. Most of the room is reds and greens. That's why we're in the room, because we're unemployable.

Do not ever try and convince me on the Facebook group that you found this really good assistant, but she happens to be a blaze. I am going to literally kick you out of the group and delete you. All right?

I've said it a million times. It's like everyone always asks me, yeah, I know, but she's got loads of experience in the system. I think she's going to be really good.

What profile is she in? She's a blaze. Don't take your chances.

Just pick a tempo. Pick a steal. Recruitment is like a game of odds, isn't it?

Just play the odds. Play the odds. Steals are really good.

When do you think steals are good? Let's get some more audience participation, because I know you guys will love that. When are steals good?

What type of business might steals be good in? Finance. Cath, well done.

Yeah, good. Admin. Yeah.

Compliance is a really good one. Yeah, business. What stage in your business would you need to be to hire a steal, do you think?

Startup phase or well organized? Well organized. Steals love the certainty.

If you throw a steal into a startup where you've got a new idea every day and it's all madness, they're going to get really stressed out. A steal is really good when you give them a system they can just run over and over and over again. A tempo, on the other hand, might be a bit more reactive, and they would perhaps perform better under the stress and the not knowing, because they love getting their hands on it.

They love being in the mix. I tried to say to Bianca, I was like, as part of your progression, maybe you should spend more time out of the room. It was like I was taking a puppy away from her.

She's like, what do you mean? I was like, well, you might not want to come to every event. She's like, of course I want to be at every event.

I'm like, okay. All right. She's like, tempos want to be in it.

They love it, and they enjoy it, actually. That's what they're looking for. They want that reactive energy.

Something to think about with where you're at. People always ask me, what sort of experience should these assistants have? It's actually really hard.

A lot of times I've hired assistants without any experience as being assistants. Of course, unless you go through an agency, in which case, maybe they have, maybe they haven't. A lot of people that even come through Balboa Room haven't been assistants before.

They're looking for a lifestyle change. They want to work remotely. They want to work different hours.

There's all sorts of reasons why they want to do it. I would say anything that, well, there were some examples now. Compliance.

Depending on what type of assistant, obviously, you're hiring for, then you might get a specialist type of experience. Generally, though, I just think you're looking for high performance. In my experience, most of the time, people who have been my best assistants have had successful jobs or careers.

They just want a change in lifestyle. That's what I just said. They're looking for working remotely.

They're looking for less hours. Like in the Philippines, they actually want to look after their family during the day. Then they're quite happy to work the 4 p.m. to midnight shift because dad comes home or whatever from work. Then they can swap childcare. They're quite happy to have that. Actually, it's not all about, for everyone in life, it's not all about money and building a big business and everything else.

They just want a bit of lifestyle change. My best assistants have been massive high flyers who just wanted that lifestyle change. You're just looking for high performance, really.

Someone who applies himself in their life. They've got a good CV. They've got other interests.

Maybe they're really into sport or they're doing challenges or they've excelled in different areas. Actually, this person looks like a bit of an A player. Of course, they can turn their hand to anything.

As an assistant, you need to be versatile, bright, organized. You're just looking for the qualities, I think, more than the specific experience. Although, of course, for things like finance, property, when you get specialists, it's easier to say, look, you need to have some kind of knowledge of HMOs, etc., etc. How are you going to do this? Obviously, Josh has taught you the talent magnet blueprint. We're a lot more au fait now in terms of going out there and feeling confident about attracting talent to us.

You can use job sites in the UK, in the Philippines, in South Africa. You can post it yourself. It's super simple.

If you put it in the community, Rachel has a list of websites that she's used or people have recommended in the past, which I'm sure she probably wouldn't mind digging up, Rachel, to throw you under the bus. The reality is we get this talent in different ways. Some of us like to go direct and promote and do the recruitment gig ourselves.

I've done it before. I've also used agencies, like VaVaVoom. Some of us want to go to an agency and say, actually, do it for us.

Sometimes, if you're just starting out, an agency is a good place to start because you can do deals on a couple of hours a day. It's not a big overhead. You're a bit nervous and you're finding your way.

It's not a bad place to start. Other times, you're going to want to hire them yourself. They're for the long term.

You're already confident enough. You actually think, no, I want a direct relationship with this person. It really depends on the job and you, I think, as an entrepreneur.

I'll talk about that in a second. Obviously, you're going to use the process, the recruitment process. You need to be on your game.

You need to be replying because talent moves fast. It's always a seller's market. You are trying to attract the best talent.

Best talent goes quickly normally. They don't look for jobs for long because someone snaps them up. Be prepared and be ready if you're going to recruit yourself.

When that lead comes in, you're going to want to smash it. Obviously, these are mine, as I said already. Your two choices when it comes to one of the questions I always get is, should I hire myself?

Should I hire through an agency? I guess it's really up to you and it depends. You can either do it with an agency, in which case you're just going to work with one company.

They're going to effectively be your gatekeeper. They're going to go and interview a load of people and select the best one. If it doesn't work out, it's really easy to say to that one person, you know what?

Mariel's not working out. Cool. We'll replace her with someone else.

Give us a couple of weeks. We'll find someone else. We'll bring her up to speed.

That's an easy, for people that are time poor and looking to leverage, that's one way of doing it. Or, of course, you can just do it direct. Pros and cons to both.

If you go through an agency, you're going to save time in the short term. You've got someone to leverage. They've got some skills.

They might know that if it's an agency, they might have worked for the agency for years, so they already know them, so your risk is less. The cons, obviously, there's a cost to it. They don't do it for free, so they're going to charge you either a fee up front or they're going to take a spread on the hourly rate.

At the beginning, it might not bother you, but over years and years and years, it might be like, actually, I'm overpaying. It depends how you look at it, because ultimately, time is money, so it's kind of the same thing. If you go direct, yeah, you'll get cheaper, but then you're managing them.

Maybe you haven't got that experience in managing them. Maybe you haven't got the time, and then they could become your issue. If they go wrong, then someone needs to fix it.

It's just like anything. I've done both, and I'd say there's pros and cons to both. At the moment, I'm agency with my assistants, but direct in property entrepreneur, we've gone direct.

I have gone direct before, so yeah, I don't know. Pros and cons to both. All right.

Let's talk about the two types of work that your assistants are going to do for you, and what's going to show up. Okay. Reactive work first.

Reactive work first. Now, this is the stuff that ... I was hanging out with a friend the other day as well, and he told me that there's a week in the business.

I was like, that sounds really good, but then when I hung out with him for a week, I realised that actually that's absolutely complete nonsense. He's always working. He's always on his phone.

There's always just things happening, calls, but he doesn't see it as work, because it's almost like invisible, because he's not at a desk. It's his laptop, and he might be on the bus, or on the ski slopes, or whatever, but he's still working. This is the stuff that drains us, that we don't even know exists.

It's a bit like when we're going on social media for two hours a day, and we don't realise until we check the stats, and we're like, wow, that can't be true, but it's true. When it comes to reactive work, I'd say it's the small wins that make the huge successes, because to you, delegating, booking your train tickets feels insignificant, doesn't it? It feels like pointless, but those small things added up become big things, and so the mindset of do nothing, delegate everything is all about ...

Every time something comes on your to-do list, it's like, not when am I going to do this, it's who's going to do it for me? It doesn't matter if it's booking a train ticket, or hiring the assistant, or writing the business plan. Your goal is to be like, who could I get to do this for me?

It might not be now, but in time, and the reality is everything can be delegated. Everything can be delegated. There is nothing that can't be delegated, so it's these small things that add up that become huge victories, and this is how we get our Saturdays free, and our evenings free.

This is intentional. It's not going to happen by accident. As I said, the mindset has to be not when, not how, but who.

If you just wrote that, and stuck it on your laptop, or on your wall in front of your desk, on your fridge, if you just thought about that 20 times a day, every time things come in, and you've got your ... Every morning when you've got your to-do list, every Sunday when you're doing your Sunday sanity, if you looked at that Sunday sanity and went, who's looked at it before and gone, I've got 15 things, and I can only put 10 in? You've got a choice, haven't you, at that point?

You either just work a bit longer, or maybe you start ... Who started on Sunday? Who's ever in that situation where they've actually started working?

Yeah, yeah, I have. I do all the time. It's like, oh, I could just get ahead of the game.

I've got 13 things. No worries. I've got three hours free now.

I'm just going to smash a couple of things out, start Monday with 10 things to do. No, that's not the point. I should be going surfing, or doing something good with my life, not doing this.

If we just asked ourselves that question every single time, where we could do nothing, delegate everything, that's the secret. That is literally what we're after. When you are in this reactive space, there's different things that you can fire off.

I call it firing off, because that's how it is. Your assistant, they should be able to catch these things. You don't want to throw them a curveball.

You don't want to throw them a hot potato. You want to try and deliver it in a way that's reasonable, but ultimately, you're going to be able to say to them, listen, you're going to send them a voice and say, I need you to do this. I need you to send a gift to Josh, because it's his birthday tomorrow.

I need you to chase that solicitor, because they haven't come back to us yet, have they, or that deal. If you don't hear back from the agent in three days, I want you to chase them every second day until you hear back, and update me every Thursday. That's the type of instruction you can give your reactive assistant.

Obviously, they're going to check email, so that's like whack-a-mole that she was talking about earlier. I need you to order me some new pants, or I need you to order me some new paper for the office. Whatever.

You're literally just thinking about it, and you're throwing it over your shoulder. Go and find out this. Go and do that.

Brilliant. As it comes in to the brain, it goes out on the WhatsApp, and it's off your desk. It's gone to someone else.

Of course, though, you need to give them a clear brief. You've got to probably tell them a lot more than you would think. Obviously, as they get to know you, they'll start to understand you.

You've got to give them a clear brief. It's really important that you give them deadlines, because deadlines get things done. Of course, when you're working people on a regular basis, there needs to be some kind of service-level agreement where they understand things.

For example, that all email has to be answered on the same day, or when you WhatsApp them, you expect a reply back within two minutes. I need a reply back that day. I don't just want to send one-way voice notes to Mariel.

I need her, so what she does is she just thumbs them up on the reactions. Never get a love heart. I only get a thumbs up.

That's fine. I'm a bit of a dick. Josh always complains because he never gets love hearts from Bianca in the WhatsApp group on Property Entrepreneur.

It's because he's always late doing stuff. I say to him, if you just be a good boy and do your My House on time, you'll get more love hearts. It is a thing.

She's like, it's a thing. You think I'm joking? I'm not joking.

Anyway, we won't go into that. We already did, didn't we? Sorry.

That's much better thought now. I need to know that she's got the message. A thumbs up means cool.

It's being taken care of. I got this. I've got this.

That's part of her SLA. She knows the inbox has got to be emptied every single day. If I go in that inbox and it's got more than a day's worth, there's a problem, right?

Because it's not our SLA. You set the parameters really clearly, then you know the framework you're operating in. Happy days.

Off you go. Of course, as I said earlier, you can send this however you want. WhatsApp, Voicenote, Loom, Asana, although reactive stuff tends to be a bit more on the go.

You're just sort of firing it out, frankly, but you do need to be clear. You do need to set expectations. You do need to put deadlines.

You don't want to be just a bit of a disaster to deal with. Then, of course, they can do this. They can store it in their SCS, in their workflow.

You can deliver it in SCS. It might not be as reactive, but things will come up, and on your setup meeting, you'll be like, right, I've got this, this, this, this, this, and this, and you brief them on it, and off they go, and then SCS stores it. Of course, not everything's going to go in the SCS.

If it's low value, it might just be noise, but equally every time you deliver something, you could ask them to store it in their SCS document or their SCS Asana. SCS, did someone just ask what SCS stands for? What a legend.

Oh, Rob, well done. Setup, check-in, sign-off. To be fair, we're doing management next month, to be fair.

I should probably write that out, actually. Setup, check-in, sign-off. The management framework we are actually going to remind you of again next month.

We taught it on the blueprint. This is how we manage. On Property Entrepreneur, we hold setup meetings, then there'll be space for check-in, then there's sign-off.

It could be daily, it could be weekly, it could be monthly. It really depends on the role, and that's the framework that we use. All right, so one of the big things that your assistants can definitely do for you is check email.

Now, who's been in their email in the last seven days? Amazing. John, have you, or are you just lying?

You're emailing everybody. Okay, everyone on virtual, Rachel just said she's got one inbox for Paul, one inbox for, one inbox for lover number two, one inbox for lover number three. This is being recorded.

She's got different inboxes for, why is it so funny? She's got different inboxes for different boyfriends, about businesses, which is fair enough. I've done the same for boyfriends as well.

Yeah, anyway, email. We've all been in our email, including me, including me. Oh, my God.

I could stand here on stage and say I'm holier than holy, but I'm not. I did actually send an email. I'm pretty sure I've definitely been in my inbox this week.

I was sending an email. I was giving notice on a house, so it was fairly high value and stuff. I'm allowed to do that if I want, but I actually was in the inbox, and I saw some stuff that wasn't as I wanted, so obviously then there was hell to pay.

I had to kick some asses. Anyway, the point is that email, we've all been in our inbox, and honest to God, there's been months where I haven't been in my inbox. One of the first things that I taught Dan, yes, because I do teach Dan stuff.

One of the first things when I met Dan was I saw that he had email on his phone, and he was on email all the time. It was like 2016, 2017. I said to him, why have you got email on your phone?

He was like, what do you mean? I was like, email is not instant messenger. People do not expect an instant response.

You need to delete that off your phone right away. Within a week, he'd deleted it, and he'd given it to his assistant to run, because email is whack-a-mole. It is like WhatsApp.

It's a road to nowhere. It's the end. I mean, it's the never-ending death trap of whack-a-mole.

You're never done, and the more emails you send out, the more you get back. It's like multiplies. Then you get into email conversations where it's like WhatsApp, but it's actually on email.

It's even worse. It's just like no one expects an instant reply on email. If you train people in your inbox to get an instant reply, then you will always feel that pressure to reply within an hour or that day, because they know they've got you.

It's like a cage we create for ourselves. This is, frankly, the biggest thing that you can get off your desk. When you're sat there wondering what your assistant is going to do for you, if they just managed your email so you never had to go into email ever again, this would be a huge step change for you this year, would it not?

If you never had to do email, and you're thinking, well, what happens if I want to send an email? Do a voice note. Write it in Asana.

Just don't go in your email. Why? Because it's like a vortex.

You get in, you never get out of it. It's awful, isn't it? It's like you get stuck.

It's terrible. WhatsApp's a bit like that now. It can be a bit like that.

At least WhatsApp, you can block people. That's why I haven't had a WhatsApp for Josh for months. I would put this at the top of your list when you're writing your job description for what is my assistant going to do for me.

You create very clear an SLA. You say, listen, I want all emails that have come in before 3pm need to be replied to that day. The email can be signed off from the assistant, so it's not necessarily you sending it.

It's like Mariel on behalf of Adam or Mitch on behalf of Adam. There's a whole framework for this, and Dan actually did do a podcast on it within the last 12 months. I don't have the episode to hand, but there is an email podcast blueprint that will literally give you what to do.

It's super important, I think. You remember the PEA I showcased that sended about email? Remember Fixer?

He did it to advance. To give you an idea about how Fixer was an EA company. Did you know that?

They were my first EA company in London. They hire EAs in London to virtual assistants. Obviously, because EA and EA spent so much time managing email, they created a piece of AI to manage email.

I would say the primary job of your assistant is going to be to take email off your hands. You never need to touch email again. That is worth every single penny.

Proactive stuff. My slides are out of sync, if you wouldn't mind shifting them over. Business is really stressful.

We always get curveballs. Dynamo's love the chaos of that. Dynamo's live for the excitement of the stress.

Everything is changing all the time. They create mess and start new products when it's not the right time of year to do it. They want to start a new product in autumn.

Graham Linley, he'll be starting a business in December. I'll be like, what are you doing? He's like, it's great.

Steve Hammond did the same. Started a business in December, worked his ass off for six weeks, got to January. I'm going to stop this business.

It's killing me. I told you not to. It wasn't part of your strategy.

Why did you start it? Dynamo's love it. That's what they live for.

They live for the excitement. However, we don't bring our best selves to business when we're rushed, stressed, and doing things ad hoc. We bring our best selves to business when we're calm, and we've got time to think, and we can be highly strategic.

This mantra, be early, which actually is our headline strategy this year for Property Entrepreneur, is the thing that, again, that me and Dan had completely different opinions on. He loved lastminute.com, stress, Dynamo. I was like, even though I'm lazy, I'm like, no, I want to be organized, calm, collective.

I don't want to be stressed at work. I don't want to be getting up at 5 a.m. We used to get up at 4 a.m. to write the slides for the event that was that morning. I used to think that was normal.

I was like, this is horrendous. This is like hell. I was like, what are we doing?

That's his style. He's a Dynamo. I think that business is about being early.

It's about being proactive. It's about calming down the noise that just becomes like a Rolls Royce. The business runs without you.

This is going from that storm phase to norm phase. Do you remember this? The four phases of business growth.

Property Entrepreneur is trying to get into norm. We've been in storm for the last couple of years because I took over, and we've hired loads of new people. It's been stormy from the outside.

It probably doesn't look stormy, but internally, it's been changed. This year is about be early. It's about calming down, my house, regularity, routine.

There's no last minute issues. Most of our stuff is repetitive. On time is definitely low.

That's the story of how Dan and I differ. Now, Dan is like, he used to think I was such a princess for asking for three days to do something in advance. I would say to him, could you send me the slide deck seven days in advance?

He's like, Adam is so high maintenance. He's such a princess. Now, all my house is six weeks ahead of the events now for him.

Six to eight weeks. I'll say to him, I need this done. He'll be like, yeah, I'll get back to you in 10 days.

It's like, oh, okay. Now, he gets it. It's a good mindset shift to have for those dynamos in the room.

Mindset shift with being proactive is task triangle again. I've got this thing. It's going to happen every month.

How can I break it up? You break it up during Sunday sanity. You've got this big task.

There's this bit, the high value bit. Then there's the management bit. Then there's the delivery bit.

Your job is to put all that together and make sure it gets delegated out to the right people. Ideally just delegate it to a gatekeeper and they can handle the rest. The advanced workshop on Friday, on Thursday is called set and forget.

Most of what we do on advanced is helping you build these blueprints that we always want to set and forget. When we set something up, this is how it's done. For example, so for this year, our headline strategy is be early.

The company target is everybody hits 100% of my house every single month. Because my house is our task tracker that we'll teach you next year. It's like, okay, if everyone does that, then we're not being reactive.

We're being proactive. Bless you. There will be less reactive stuff to happen.

That's cool. I've created this scorecard now for the company that Mariel's got. I've set it up.

Once I sign it off from this week, the first week we do it, I never have to think about it again. I've put that system in place now for the whole 12 months and she will publish that report every Monday to the senior team members and they will report it every month to the rest of the team. Because I've set it, all they've got to do is turn up and do their job and I can forget about it.

That is what business development fundamentally is. It's like every brick in your house of business. You're laying a brick and everyone should be set and forget.

This is basically every year you come around the track with us, you build more bricks until all of a sudden you're doing half a day a week and you wonder what all the fuss was about. That's what building a business is. It's set and forget frameworks.

You need to set it up so you can forget about it. Of course, when you're setting anything up, you need to set expectations. What do I want done?

How do I want it done? When does it get done? This is going back to the map principle of methodology, assets, people and performance.

Your job is to do this. This is the high level work. Your job is to map it out.

Your job is to set the deadlines. Your job is to set the budget. Your job is to say how you want it done.

That's just your job. That's high value. Then you can give it to someone else to deliver.

Set and forget blueprint. This is what I want you to do. Done.

We would have mentioned it in the map session, but just to remind everybody. When we talk about getting what's in our head into our team and making them understand it so someone like a gatekeeper can run with it. In order for Marielle who lives probably a couple of thousand miles away from me on a different island, different native language, I've never met her.

For her to understand what I want, I've got to write the content, which is text normally, and then I've got to give her context, which is either a voice note or a Loom video. The thing that we've learned on Property Entrepreneur, and Rachel talks about this a lot when she started working for us, was everything we did was there's the content and there's the context. Everything you get on PE when you work in our business is there's the content, the contract or the schedule, for example, for these events.

This is the written document. We don't just send out the written schedule. Most people would just say, there's the schedule for the events.

Let us know if you've got any questions. But we don't. We send out a schedule and then Bianca does a 15, 20 minute Loom video to explain, right, this is workshop eight.

This is what's going to happen in session one. This is what's going to happen in session two. The context.

If you do that, then you can just give it to them. It's like box with a bow. Done.

They should have everything they need. They might ask some questions. Then, of course, where do you store this stuff?

Well, proactively, you're building the business. You store it in MyHouse, which is what I was just talking about. You store it in an Ops Manual.

These are the assets, aren't they? These are the building blocks of our business. This is at MyHouse.

This is my personal assistant at MyHouse. I've got one for my PA role, my finance assistant role, my property manager role, my PEEA role, and then I have an EA role that sits above this. MyHouse, made every month.

We'll teach you in advance. Don't worry. Every single month it gets built.

What's got to happen every day, every month, every week, every quarter. We've got an annual one as well. It gets ticked off, boom, boom, boom, as we go through.

Super easy to manage a lot of noise on one simple document. This game, this changes the game. This literally, MyHouse changes the game.

My assistance operations manual, it's beautiful, it's pretty, it's got screenshots, it gets updated every month. This is the asset that can be easily transferred over to somebody else when they join. This is the podcast I was talking about.

It's episode 146, and it's called The Margins You're Missing. Now, the reason you're missing margins is because you're too busy booking your train tickets and answering your email and clearing your WhatsApp when you should be renegotiating the 50 grand a year contract you've got with that supplier, or finding another investor, or going to find a new deal. You should be out there making money rather than doing work.

This is what Dan talks about in this episode, is why you're missing the big money because you're focusing on the small stuff. All right, let's talk about gatekeepers. We'll do questions in a second because I am running out of time a little bit.

We'll do questions in a second. 146, if that's what you're after. Oh, I'm good, aren't I?

I just could see on Simon's face. Just tell me the number. It's a blaze thing, absolutely.

Yeah, of course it is. Anyway, gatekeepers. We talked a little bit about gatekeepers there already.

Gatekeepers should do all this. They should handle all communications. You talk to your gatekeeper, your gatekeeper talks to everybody else.

You're available for your gatekeeper 24-7, but you're not available for everybody else. Your phone should not ring. Whose number do they have when you order something on Amazon?

Your gatekeepers. Whose phone number do you give out when you've got to fill in the weird, annoying forms and all that sort of stuff? Your gatekeepers.

Not yours. Your gatekeepers. They can answer the phone for you.

You don't need to answer the phone. You need to get the WhatsApp. You need to get the SMS. They need to get it. All third parties should talk to your gatekeeper. If it needs to be in your email, they're managing your inbox. That's convenient.

They can email for you on your behalf. So all activities, all management, agents, solicitors, the printers, anybody. You do not need to do about 90% of the stuff that comes your way.

Ultimately, this comes down to how available you are. If you are one of these people that prides themselves on being available all the time, this is something that Dan struggled with. It's like, I'm always available for everybody.

Well, that is a hiding to nothing because you just get sucked into the vortex. Basically, your standard line has to be, I'm too busy for that right now. I don't have any time available for that right now.

But you need to talk to Marielle. You need to talk to Tony. You need to talk to whoever it is.

You've got to protect your time. You've got to protect your time, which means you've got to be less available. You've got to get used to saying no.

I am busy. I don't have capacity for this. You can work with Marielle on it.

Of course, we all need to understand the difference between important tasks and urgent tasks. I talked about raising your rate. You want to spend your time on the important, but you want your gatekeeper to deal with the urgent.

When something urgent happens, which it always does, I don't know, goodness knows what, someone's locked themselves out of a house, or this contract was wrong and it's got to be signed yesterday, and the world's going to end unless we do this. This is like our daily lives. You need someone else to deal with that.

It'll be to the point where I'll be on the plane, and I know the plane's delayed, and I sit back and I go, well, I know Marielle's going to get a message about this, so I'm not going to do anything. I don't care. I could spend the whole plane ride looking for another plane, or I can just relax because I know Marielle's on it.

I land, I get a text message from Marielle, your plane was delayed, you missed your flight, I've rebooked you on this one. It's not my problem. You've got to get used to someone else solving the problems for you.

If she doesn't solve the problem, it's like, I've just got off the plane and I've seen I missed my flight, dot, dot, dot, dot, dot. She's like, oh, God. Her problem, not my problem, her problem.

You want to get away from anything urgent. Any fire that's going on, you do not need to be the one putting it out. You've got to train them to put them out for you.

That is the skill. That is the skill. This is about raising your rate, because important stuff is where the money gets made.

Now, obviously, we talk about being world class, and they want to give you world class service, but we talk about, so having just made that joke about it's their problem and they've got to put the fire out makes me seem like a bit of an idiot. You know, not an idiot. I was going to say a swear word, but I can't swear, so I'm looking for the word.

Nazi. Who said Nazi? I can't say that.

Tell me what you really think, Adrian. Numpty. Numpty.

Numpty. There we go. Crikey.

You know, it's how it makes me sound like Mussolini, you know, like being a bit of an idiot, a bit of a numpty, but actually, no, you treat these people, these people are your right hand. They are like your family. You treat them well.

You know, I may have sort of said, you chuck it over, you should give it to them, voice note, they're a problem. Yeah, it is. Yeah, yeah.

But you are available for them all the time. You don't do that, I'm too busy. You don't do that vibe with them.

Your vibe is, I work for you. I'll give you whatever you need to succeed. Just let me know.

I'll be there for you. If you don't know, let me know. If you struggle, I can help.

If you'd like me to draft it or send you a voice note, I'm happy to do it. Do you want me to sign it off before you send it? You know, whatever you need, just leave it from the back.

We're going to talk about that more next month as well. Whatever you need, I'll give it to you because they need to feel supported. If they're going to go and solve your problems for you, they don't want to feel like, oh God, if I get this wrong, it's like the end.

You want to say to them, no, look, I want you to go and solve this problem for me. If you get it wrong, don't worry, I've got your back. I realise what I'm asking you to do is hard, but I've got your back.

That's a really important mindset shift when it comes to leadership, which we'll talk about more next month. You need to really appreciate them. Let's do some top tips, then we'll do some questions.

We'll rattle through these. I've covered most of them already. Tips I could give you.

Prime time. If you want to build a business, it happens in the first hour of every day, in my experience. We bring our best selves in our first hour of work.

We've had our coffee, we've done our meditation, we've been to the gym, whatever we've done. Had a shower, some of us. That first hour is where we can solve the big problems.

The first hour is where we can solve the big problems. This is where we're building our business. This is where you get proactive.

You build the task. You do the task triangle. You're like, right, there's the Word document, there's the Loom video.

Done. Now I'm going to give that to somebody else. Boom.

If you did one of those a day for the next 300 days, your business would be completely different. That's being proactive and delegation. If you want to increase your output, in other words, the money, the value you're going to bring to the world, you need to reduce your input.

This is a very easy thing to say, but a hard thing to understand. You need to stop meddling in the details. You do not need to worry about all of the wording that goes into the brochure.

You need to say what you want in the brochure and the vision for it, and you need to let someone else worry about the typos and the copy and the images that we use. When I did the spec for that absolutely fantastic brochure, who's had a look at the brochure? It's good, isn't it?

It's good. It's good. It's good.

That was me. It was good. No, I created the vision, but the detail was the team.

I didn't get involved. I just said, I want really good photos of people smiling, and they put Josh on the bloody front. But I didn't get involved.

I had to let it go because that's me meddling. If I start these 20 bits of feedback, guess what? I'm going to get 30 things back.

If I give it to someone else to own, then they can deal with the 20 bits of feedback. To reduce output, reduce input. To increase your output, reduce input.

You just stop getting involved in the details. You give them the vision. Raising your rate.

Value your time. Stop doing things that are £15 an hour. You've just got to get in the habit.

When you look at your Sunday sanity and where your time went that week, you can make a list, and you can start tagging all the things that you shouldn't be doing. You can create tags on Toggle, and you can start delegating and buying your time back. You have to have this mindset of respect where you work for them, not they work for you.

It's not Mussolini. It's genuinely like, I'm here to support you. I want you to achieve your goals.

Thank you so much for everything you do, looking after them, buying them presents, thank you cards, and just being a good leader and a good manager. As I said at the start of this session, I would say that if you can get your mindset shift right after this session, if you can really work on your mindset and your limiting beliefs around how you can't afford it, and how it's not for you, and all the reasons why some of you are going to tell me why you can't hire a PA, then this will be a huge step change for you this year. Just this step change alone, you will thank me at the end of the year, and you'll go, it was worth it.

It was worth coming on Property Entrepreneur just to hang out with you, Adam, for that year. I also was really glad I hired an assistant because it really has changed my life. It will be the biggest step change that you make.

If you can get your assistants using AI with the tools that we're going to share with you, that's going to turbocharge your progress. Ultimately, these assistants are going to run a lot of AI for us. We're not going to get involved in the detail, but someone's got to check that the AI has done it.

Well, that's the assistant's job. I think assistants are going to become like our gatekeepers for AI as well. I've already overrun, so I am sorry, but there are a couple of things we're going to share with you.

In the Facebook group, Bianca is going to share with you our two blueprints for hiring a PA and an EA, if you like. Yes, Marion likes. Yes, good, cool.

That's coming your way, so you're welcome. That will give you a nice little example, like a job spec for these assistants that you can build on. Are there any quick questions before we finish?

Because I did kind of ... Yes, Kat.

[Speaker 10] (1:27:44 - 1:27:44)

I think we're on now.

[Adam Goff] (1:27:44 - 1:27:46)

Hello, hello, we are on. Hello. How are we doing?

[Speaker 10] (1:27:46 - 1:27:48)

We're doing really well. How are you doing?

[Adam Goff] (1:27:48 - 1:27:49)

Living the dream.

[Speaker 10] (1:27:49 - 1:28:00)

Good, right. Question for you is, because I haven't done this yet, what method do you use to give your EA buying power to the PA on your behalf?

[Adam Goff] (1:28:00 - 1:29:06)

Yeah, good question. I use WISE cards, so WISE account that she set up, and there's a virtual card, and I've got this one from Josh, actually. He's probably got a couple of podcasts on it, just to give UFD a plug, but it's like set amount of money in the account.

It might be 500 pounds or 2,500 pounds, and it just gets topped up every month. They make all the payments for me, and then I'm at risk for 500, however much risk I want, and that means there's a balance in there, so if they make an ad hoc payment, they've got the balance, because you don't want urgent, right? So if you put 500 pounds in the account and it's just there all the time, when they have to buy something, you don't have to go and do the transfer.

You're like, yeah, just use the account, and it's done. Yeah, WISE is really good for that now. That's something that has got easy.

Good question, Kat. Yes, Simon? We'll get a microphone.

Rachel's got one. God, I missed the limelight. I could be out here until six o'clock.

No one's got a train to catch, have they? Kate's like, I have. Plane.

Where are you going? Paris. Oh, Paris.

Oui, oui. Yes, Simon?

[Speaker 5] (1:29:06 - 1:29:12)

On that note, I have a silly strawberry platter in my mouth.

[Adam Goff] (1:29:14 - 1:29:25)

Sorry, stop. Such a tough, aren't I? Simon's trying to speak, Neil, and virtual can't even hear.

Virtual for everyone. No, it doesn't matter. Go.

[Speaker 5] (1:29:27 - 1:29:38)

On that note, I tried to be able to get my PA to be able to make payments with Monzo, and they turned around and said, if the person trying to make a payment is not in the UK, they can't access your account.

[Adam Goff] (1:29:38 - 1:29:39)

Cool, get a WISE.

[Speaker 5] (1:29:40 - 1:29:46)

Would you switch to using WISE for everything, or just move money to WISE for those particular things?

[Adam Goff] (1:29:47 - 1:30:12)

Do you use Monzo for your business account now? Yeah. So, I mean, I use Tide and Barclays for my business, but I just have another WISE account, because you wouldn't want to use WISE as your main business account, because then all the money's in there.

You just want to have this extra account that's just for the assistance. So, yeah, you've now got two bank accounts, which in a way creates a bit more noise, but it's completely separate, and it's just for payments.

[Speaker 5] (1:30:12 - 1:30:19)

I think Monzo actually uses WISE, because I pay him through that, and I think it uses it to pay internationally a bit. Okay.

[Adam Goff] (1:30:19 - 1:30:29)

Yeah, WISE is good, because they don't seem bothered about where you're based. You can legitimately have users that are in different countries. There is a problem with South Africa.

[Rachel Davies] (1:30:31 - 1:30:42)

I don't know if this works. A few people have reported issues with trying to get bank accounts so that their assistants can do the invoicing for them. I said I'll look into it.

I just want to see if I can find any solutions around it, unless David's got one, miraculously.

[Adam Goff] (1:30:43 - 1:30:45)

I've not had a problem with WISE in the Philippines.

[Rachel Davies] (1:30:45 - 1:30:58)

Not with WISE, but I think it's a recent thing. I think they're because of security, because of fraud, because of digital fraud, I think they're upping their concerns. So, I'm looking into it from the security side, the fraud side.

[Speaker 7] (1:30:58 - 1:31:26)

Oh, yeah. Nice. Cool.

David. Just in addition to what Kat's telling me, apart from WISE, the other thing that I've tried is with Capital One, you can actually set up a virtual card that you give to your EA or VA. They just need to have a UK number, which you can get from any point of service.

So, something like Circle Loop or Dive, there's lots of devices, there's lots of them, that can get a UK number, because Capital One's a UK business. So, you just need a UK number, and then you can just put as much money as you want on there, because the credit card's a bit more protected.

[Adam Goff] (1:31:27 - 1:31:29)

Yeah, nice. That's a good tip. Thank you, David.

Well done.

[Speaker 5] (1:31:30 - 1:31:38)

Can I just ask about that? I've got a virtual 803 number that then falls to him.

[Adam Goff] (1:31:39 - 1:31:44)

Take it away, Simon. Put yourself out.

[Speaker 5] (1:31:45 - 1:31:51)

Can I use my virtual 803 for that, which forwards to him, and he can use that for the Philippines?

[Adam Goff] (1:31:54 - 1:31:56)

I think you guys should take this outside later.

[Rachel Davies] (1:31:57 - 1:32:02)

What we'll do is we'll put something on the Facebook community for a country who didn't hear any of that. Let's do that.

[Adam Goff] (1:32:02 - 1:32:09)

Yeah. Good idea, Rachel. Well done.

Save the day there. Any other questions? Dan.

[Speaker 6] (1:32:12 - 1:32:46)

I just wanted to caveat what you've said. So, I got a PA stroke EA just before Christmas, and it's been a game changer. She handles my emails, and on the contracting business, basically puts it into me to review or action, where I've been copying into everything, all the estimates, all the purchases.

That's freed me up a lot of time. She's booking. So, for example, today, she's booked my hotel for get up to give back.

She's currently on site with the problematic owner at one of our developments. Fantastic. Sorry to sound like a knob, but she does help me project manage the sauna builder.

[Adam Goff] (1:32:46 - 1:35:46)

Great. Well, let's give Dan a round of applause. Well done.

That's living the dream. It's delegated to elevate. I'm no longer copied into 20 emails a week about nonsense, and this is reducing the noise.

So, well done, Dan. Good, because when I was delivering that session, I was a little bit worried that you weren't enjoying the session. So, I'm glad to hear that you've actually smashed it.

All right. Okay. Listen, I'm going to hang around afterwards.

David's going to hang around afterwards. If anyone's got any questions about phone numbers, they'd like to link to their Monzo. Give the 0203 number.

I specifically want to know about... I'm going to hang around for that question. So, we'll get to the back of the room at the end of the day.

But now, it is actually... There's time to commit. Who enjoyed that session?

Let's show of hands. Almost everybody. Fantastic.

Who would like to earn more than £5 an hour? Show of hands. Okay.

Cool. Because I talked about this mindset shift. This is a genuine thing, and you can get assistance for as little as £5 an hour.

I think you can even get assistance for like $3 an hour, frankly. So, there is no excuse. Everybody can afford that.

Remember, the mindset is just because I can doesn't mean I should. Okay. Good.

So, on Advanced, we do this thing called Stand Up, Sit Down. It is the ultimate accountability test. So, to do this game, I need everybody to stand up.

Don't worry, I'm not going to do the maths I was going. Okay. Now, let's wait for everyone to...

Oh, there's some people getting old in here, aren't there? All right. Okay.

So, you can sit down if you already have an Executive Assistant, or a Personal Assistant, or a Virtual Assistant. You can also... Don't take...

Now, this is a big game of honesty. Right. Good.

You can also sit down if you want to earn less than £15 an hour. Raise the bar. I don't want to earn less than £15 an hour.

The sit down of shame. Cool. So, everybody here...

I'm going to look at you all in the eyes. Needs to hire an Assistant, don't you? Fantastic.

Is anyone here not going to hire an Assistant? The sit down of shame. Good.

Bobby, if you could take a photograph of this, please. Thank you. Let's get everybody in.

Let's get everybody in. Yeah, everybody in. Stephen's like, you wanker.

Everybody in. This is... He feels a little bit nervous.

That's the... That's the... That feeling is accountability.

All right. Now, you can hire someone on zero hours contract. You could work with an agency.

You don't have to commit. It could be one hour a week. But everybody here is committing to hire an Assistant.

Is that correct?

[Josh Radley] (1:35:48 - 1:35:50)

People are like, what are you making me do?

[Adam Goff] (1:35:51 - 1:36:30)

All right. Very good. Sit down, please.

Let's give everyone a round of applause. Who's committed? All right.

Do not get in your own way. This is so easy to do for a very small investment. Even if you wanted to go with like an agency like VavaVoom and just pay them to do it just to solve this awkward problem that I've just put you in.

All right. You can hire an Assistant for $3 an hour. All right.

A little bit of effort. You can start to get leverage. And this is...

This is the game. So, ladies and gents, thanks for being such good sports. I hope you've had a good session.

I will be hanging out at the end for any 0203 numbers, questions. But anyway, on that bombshell, let's give Rachel Davis a big hand, please. Thank you.

[Rachel Davies] (1:36:35 - 1:44:35)

Wow. I'd just like to say for the record, Paul, that I'm not dating anyone else. Just want to say that.

Before I get into some serious trouble. Thank you, Neil. Shush.

God. What's been up with Adam today? Gone crazy.

Could have ruined my marriage. Anyway, enough of that. I know we're going to speed through this as quick as I can.

But let's just... In terms of... God, I can't think of anything else now.

Let's get back to world-class PA. Some top tips from me. Obviously, I've been working with virtual assistants for five years.

And the one thing I think that makes the difference, and I see this happen all the time, is people hire an assistant and they start chucking things at them and expecting them to do amazing things, but that's not how it works. So, if you can take... We're going to do more on this in workshop eight, but what I really need to get through to you is that do nothing, delegate everything.

It's brilliant. And it's actually the mindset you should have. But you can't do that without delegating properly.

So, I'm just going to give you some tips now. Things that I'm already using. If you've already hired, you might need this now.

Use a management tool like Asana or Trello. This is my assistant's one-to-one notes. And this is the kind of things we have in her one-to-one notes, the things we keep track of.

Yeah? And you want something in like a management tool to be able to make sure you're working with them. Either that or what Adam showed you, which was his My House.

You could do it that way. So, it could be in a spreadsheet. But you need to have some overarching visibility in what they're doing for you week to week.

That's really important. And then the SES, the setup, the check-in, and the sign-off. I have, just to give you in practice what I do, on a Monday, I have a video call with my assistant.

On a Wednesday, I have a catch-up video call. On a Friday, she finishes her work for the week. And some of it's always ongoing, but she just makes sure her notes are all up to date so I can see where she's at.

Yeah? That's how I do it. And then take the time to train them properly.

You cannot just bring them in and expect them to just get on with it. You're going to have to do something like an onboarding schedule, an onboarding training program, a manual, whatever it might be, what they need before they start, what you're going to work with them on in the first four weeks. You're going to have to do something with them.

You can do it on the go, so I'm not trying to put you off here. Loom is a great one for training on the go. And Adam talks about using Loom for context, but it is really good.

You can record something on a video, and then it's forever. They can go back to it time and time again. So when they can't remember how to do something that's your finance process, you can redirect them back to the video.

And then when you get the chance, you can put together documents. So if you put a document together and you do a Loom video, that's the perfect way to delegate, so they're very clear of what they need to do. And without something like that, remember, if you think about any new starter, the things that they need to know is where can they find it, how do they do it, and they've got to be able to go back to some resource to remind them how to do it the next time they do it.

So without those things, it's going to be very difficult for them to be good assistants for you. And I monitor my virtual assistance time in Toggle, and the way I get around paying for Toggle is I use them to tags. So you can actually put their name as a tag in Toggle, and then if they tick that tag every single time they're using it, you can run reports on them so you can see what they're up to.

That's how they can ... When they submit their invoice to you, they can do Toggle as well. So that's just a couple of tips if you didn't know those already.

So that's what I'd suggest that you do. Got some extra reading on this. Episode 75, which is Define, Delegate, Done.

And this is about how to step away from your business and get your team to perform at a world-class level. And again, it's all about world-class delegating. And then Do Nothing, Delegate, Everything.

Did you hear that? That was episode 75. The next one is, I think this is episode 49.

This is the Task Triangle. So we've talked about that in detail today. This is one that you can listen to, add it to your action lists.

It'll help just cement the ideas how you do the task triangle. And then Richard Evans from VavaVoom, loads and loads of experience managing and training virtual assistants, EAs, PAs, VAs. He's going to be here on midweek mentoring on the 30th of April, and he's going to walk you through how to be successful with assistants.

And that's really, really key for you. So don't forget to tune into that. And then the homework.

Adam mentioned this. Listen to episode one. I think it's 146.

Let me just have a look at what's on the screen. 146. That's the margins you're missing, I think.

And that's the one he recommended in his section, which is just about understanding how much time you're wasting doing the low-value activity and how much more money you could make if you weren't doing that. So what you need to do is you need to start writing a list of all your ... If you haven't done this already, this task triangle, the low-value work, the medium-value work, what can you delegate?

If you've not got an assistant, some of you have committed to this now, start the recruitment process. I will help you, I promise. This week, I'll be putting stuff in the Facebook community to get you going.

If you have a VA or a PA already, maybe think about getting an executive assistant. Some of you with well-established businesses should definitely be getting an EA if you don't have one now. Don't forget to tune into Richard Evans' midweek mentoring and then ...

That's made me giggle. Thank Adam. When you do it and it's changed your life like it has mine.

Honestly, if I hadn't followed Adam's advice, I would have gone back to corporate. Now I've got a business that earns me really good money. I don't need to go back to the corporate world because my business earns enough money, so I don't need to.

But I wouldn't have done that if I hadn't have hired my first assistant. Yeah, I wouldn't have enjoyed all of those admin jobs. I'd have hated it.

That's not what I was doing in corporate. Now I don't need to do that anymore. So it's really, really fundamental.

So hopefully we've kind of convinced you of how fundamental this is. Then a book that you can listen to or read is Your Life, Your Legacy by Roger Hamilton. This is how to get into flow.

Really great one for you to read. And then I'll not linger on these. These are in the workbook.

These are all the different episodes of the podcast that we've asked you to listen into. There's quite a lot for this month. Hopefully you can get one or two in a week and get through all of those.

They're in the workbook. So have a look at those. The 28-day challenge this month is a spring clean.

Who feels that after winter there might have been a few bad habits creeping in over winter while you've been doing all your hard work. Now it's time to get a bit leaner and get into the step of spring if you like. So pick one thing.

You set the target. It might be steps. It might be exercise.

It might be water. Whatever healthy thing. It could be giving up chocolate or sugar.

Yeah, whatever you want to do for Easter and for spring. You set the target. Bianca will post something in the Facebook community.

I'd like to see lots more of you get involved in these 28-day challenges. So please get involved this April. Just tell us what you're going to focus on and then tell us your progress week in, week out on how you're doing.

Mine's going to be steps. I'm not doing enough steps at the minute and I need to pick them up. I'm climbing mountains soon.

So that's the one that I'm going to be doing. So pick something and let them tell us all about it. That's the spring clean.

Midweek mentoring, I've just gone through this. 16th of April, Shiv will be doing Genius U with you. So how you put that into practice in your current businesses right now.

And then we've got the big guns in. Where is he? There he is.

Big guns in for mid-month mentoring. So if you've got a particular roadblock or you're struggling with recruitment right now, or you've got any challenges in your business, in the workbooks, there is a QR code for the mid-month mentoring and it can be really valuable. I think Matthew, where's Matthew?

There you are. How did you find mid-month mentoring? Before I get the...

We did it for you, didn't we? This month. Oh God, I'm not going to throw it because it just ends badly.

Thank you.

[Speaker 9] (1:44:35 - 1:44:53)

Yeah, I really enjoyed it. I just had that on my mind and obviously it's good to ask everyone. People came with different knowledge and I took down lots of notes.

I still have to go over them and implement it, but yeah, I got a lot from it. It was a great hour with everyone.

[Rachel Davies] (1:44:54 - 1:53:26)

Yeah, and lots of people helped, didn't they? Yeah. Lots and lots of people helped.

So mid-month mentoring is definitely one for you. If you haven't done it yet, I highly recommend that you sign up to it. It's a great opportunity.

Adam's doing it. Then Richard Evans is doing the 30th of April on how to hire an assistant from Vavavu. So that's the lineup.

It's a really great lineup because execution is all that matters now, now that we get into the spring season. So that's what we've got for you. Don't forget, it's Wednesday, 12 noon.

Then I mentioned this earlier, becoming a PE promoter. The opportunity here is different. Let me just reiterate, different to the golden ticket.

The golden ticket was there for you to offer it to close friends and family, because it's unlikely that you want to take a £500 commission for putting your mum or your sister on the blueprint. But this is an opportunity here for you to actually earn commission from your professional network. That's what it's about.

It's not advertising on social media and telling everyone. It's just people you meet on your journey as a property entrepreneur investor, people you think that would genuinely benefit and that you don't mind earning a commission from, but you think would fit well with the community and our values. That's what it's all about.

£500 per ticket that you sell. So a really great bit of summer money if you need it this spring and summer season. So that's becoming a PE promoter.

Thank you to everyone who signed up, by the way. There still is the opportunity. So if you want to use the QR code, it's in the workbook.

You can still let us know and register your interest. There is no hard work for you. It's just letting us know that you might be interested.

We'll just send you the collateral. So if you come across anyone that you think is relevant, you can hand them over the prices, the details, your special discount code, and it'll be really easy. And then we just want you to start thinking about next year.

So if you're thinking about coming on the journey with us in year two, then the dates are all in the back of the workbook. So if you turn to the back pages of the workbook, you'll find the dates for property entrepreneur advanced 2026, and it starts in October. October the 16th, in fact.

So something for you to think about. Can you actually make the dates? Have a look at them.

And then just a few notes on the championship super event, which is on the 5th of June. A couple of things to know. I'll tell you this in advance.

It's not on the Tuesday. It's on the Thursday. So if you turn up on Tuesday, you're going to be a little bit lonely.

Yeah. So don't do that. Make sure it's in your diary on the 5th of June and you don't have something on the Tuesday.

And it also, if you've got trains or planes to catch, it also finishes at 5.30. So that's just one thing for you to take note of. Yeah. And also anyone who's coming to the get up and give back finale, the barbecue, obviously that's straight after it.

So you'd be booking hotels like I am, or getting your assistant to book a hotel. Yeah. To do that for you.

So it's going to be absolutely lots of fun. So there's a couple of bits to remember. Sunday sanity, post it in the Facebook community.

Keep up the good work. You've done a fantastic job in March. Keep it going for April.

It's got to be in by Monday, 10 o'clock. Has everyone connected to their buddy? Yeah.

Have you connected to your buddies? Great. If you haven't, make sure you get their phone number and ask for help if you need it.

We're going to do some feedback now. So I'm going to get Declan to put some music on. I'll answer that in a second, Lena.

Just bear with me. And there's a form in your WhatsApp. If you can just get your phones out now, what we really want you to do is give us a score out of 10 for today's content, but also give us some written feedback.

It's really important that we get the written feedback as well. We'll do it for two minutes. Declan, can you put some music on for me while you do that?

And if there's any questions, come and ask me. Once you've filled in the form, can you put your phones down so I can tell you finish or I can finish the day? Yeah, no, we're having a few technical hitches.

Let me just see if Lauren's found a solution for it. What we'll do, for those of you having problems with the form, we'll put it on Facebook so that you can do it later. Apologies for that.

We're not actually sure why that's not working properly. It's not everyone, is it? It's just some people.

I wonder if it's to do with your cookies. Maybe if you switch your phone on and back on. Reboot.

It's always a solution. I have to do that to myself every now and again. Reboot myself.

Maybe try that. Lauren's added another link. Give that another go.

Switch your phone on and off. If it doesn't work, we'll put it in the Facebook community and do it another time. We'll find out what the technical hitch is.

Yeah, I've seen that. There's not quite a few people got the same problem. We'll speak to Bianca about it.

Half the room can and half the room can't. I don't know what that means. The A team and the B team, maybe.

Who knows? If you can put your phones down when you're finished or if you can't do it, that'll really help me. Everyone, is anyone still finishing?

Anyone still finishing? Okay, what we'll do is move on from there. Thanks, Dick.

We've got networking. Your net worth is your network, isn't it? Everyone you need is here in this room, so please take the opportunity to stay with us.

Trainers are sticking around. The room's open till five. There's still teas and coffees available.

That was it. Did you enjoy that, Property Entrepreneurs? Yeah.

Yeah, it was a good session, wasn't it? What great, fantastic content we've had. Today has all been about do nothing, delegate everything.

We've taught you today how to get in flow, how to find the right people with the right energy and place them in the right role. We've taught you how to become a talent magnet, no matter the size of your business, and we've taught you how to hire an assistant. Now, that's the single one thing that you can do to skyrocket your business and help it grow over the next 12 months if you haven't done that already.

What an amazing workshop. Well done to all of you for listening into that content. It's been an absolutely fantastic day.

Are we ready to recruit and become highly leveraged and highly lucrative? Say yes. Say yes.

Yes. Excellent. Let's finish the day on a huge round of applause.

Well done, everyone.