**Super Event Session 2 01 - 2025.06.05\_Transcription'**

[Speaker 8] (0:03 - 0:10)

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

[Speaker 14] (0:10 - 0:11)

Take your seats please.

[Speaker 8] (0:12 - 0:42)

So let's get down, let's get down to business. Let's get down, let's get down to business. Give you one more night, one more night to get this.

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

[Speaker 10] (0:43 - 0:58)

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this, so let's get down, let's get down to business.

[Speaker 14] (1:05 - 1:14)

Ladies and gents, let's get going please. Let's take our seats. We're kicking off in 90 seconds, ladies and gents.

Time to rock and roll, time to sit down please.

[Adam Goff] (1:15 - 1:29)

Let's go. Back in the room please, ladies and gents. We're about to go back on stage.

Let's get back in the room, grab our seats, finish up those conversations. I know we're excited, I know we're hyped, but we've got another session coming up for you now, ladies and gents.

[Speaker 14] (1:29 - 1:39)

Please take your seats. Final warning, take your seats.

[Speaker 8] (1:40 - 1:46)

And I can't do this for another day, so let's get down, let's get down to business.

[Speaker 14] (1:46 - 1:47)

Let's go please.

[Speaker 8] (1:48 - 2:02)

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this, so let's get down, let's get down to business.

[Speaker 10] (2:03 - 2:18)

Let's get down, let's get down to business. Give you one more night, one more night to get this. We've had a million, million nights just like this, so let's get down, let's get down to business.

[Speaker 13] (2:20 - 2:28)

Ladies and gents, property entrepreneurs, let's give Shiv Harrier a massive round of applause.

[Speaker 7] (2:29 - 6:15)

Thank you very much, thank you very much. I see that Grant's very excited, I think he thinks I'm going to do a striptease or something. But guys, did you hear my song?

It says, I feel like a millionaire. And I want you guys to know that you're all in the same place as well. And a little quick thing, I never planned to do this, but this morning, well actually about a week ago, Umesh has a collection of nice watches and he posted it on his social media.

And he said, oh, I've got this collection, I'm trying to get rid of them because I'm moving on from this. And I thought, hmm, my reward for this year is to buy myself a Rolex. And I looked on Umesh's little sheet and I thought, hmm, those look really good.

And I messaged Umesh and we had a conversation and he says, don't worry, I'll bring it in for you. And I was like, okay. So anyway, long story short, I'm currently wearing one of Umesh's...

I am test driving what it feels like to be where I'm going to be at the end of September, so that I can put myself in that position. So guys, we are here and it's now time for session two. First things first is, I want to congratulate all of you that have gone up and signed up already.

First of all, round of applause for everyone for taking the action. As I'm sure all of you have realised, we are like pretty packed out. There's lots and lots of people that have gone to the pack.

I don't know the exact numbers yet and I'm sure Bianca is still counting them. But what I wanted to say is, if you have signed up and you have not collected this, then you need to go to the back and collect this when you get some time, at lunchtime maybe. This is your lanyard that allows you entry into the war room.

So you need this, make sure you've collected that if you have signed up. Perfect. And then what I wanted to do was, I just wanted to take a quick second to let you know, as I said to a lot of people outside, remember you just need one nugget.

You've got 12 months of content in front of you and you need one nugget. And that one nugget is going to literally pay this programme and then some. It's going to change your life and all you've got to do is get that one nugget.

So what I want you to do as you go through today is figure out what is that one nugget you're going to get today and prove to yourself that you can get not just one, but probably 12 of them. Perfect. Session two is all about levelling up.

And in order to level up, we're going to start with levelling up your online content. We all know that raising your profile is one of the highest value ROI activities that we can do at Property Entrepreneur. And in 2019, I had the pleasure of experiencing this for myself.

Before 2019, we were struggling to get sales and didn't know what we were doing. And then in 2019, I've told this story so many times, I started copying what Dan does. Do what Dan does.

And what did he used to do? Take pictures at a slant. That's what he used to do.

So I was like, let me take pictures at an angle just like Dan's doing it. I don't know why he's doing it, but this guy's a genius. He knows what he's doing.

And I started doing that. As a result of that, my profile was being raised. And as a result of that, genuinely, we doubled our profit that year.

This year, we're doing the same thing again, and it's no doubt. Some of you will have seen the adverts that we're putting out. Maybe if you haven't seen it, you're not the target market, so good for you.

But the point is that we are literally in the process of doubling our profit again. So if you want to double your profit, that's what we're here to do. In order to do that, I want you to put your hands together for our next mentor.

Our mentor is a marketing expert, specifically specializing in ads and building funnels. This person has built multiple seven-figure online businesses, and is also an Amazon number one bestseller. Ladies and gentlemen, please put your hands together and welcome to the stage Mr. Chris Hill.

[Chris Hill] (6:28 - 7:19)

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

What a fantastic welcome. One thing I was going to say, actually, I arrived a little bit late today. I came into the room where there were people on stage, people speaking, and it reminded me of how far this business has come.

So I remember, I've been with Property Entrepreneur now, or actually PPN and DAMN back in the Blueprint days. We used to do events like 10, 15 years ago. And to come into a room like this, where it's absolutely electric every single time, is a rare, rare thing.

So first of all, I just want to say thank you. It's amazing to be speaking here today, and the way that we're going to get you to those levels where you can level up a business from where Dan's taken his all the way to where we are today is through online content and getting that to where it needs to be. Now, if you had to take a guess, and you can shout out your answers, how many pieces of online content do you think are shared every single day?

[Speaker 10] (7:20 - 7:20)

One billion.

[Chris Hill] (7:21 - 7:22)

Billion?

[Speaker 10] (7:22 - 7:22)

One billion.

[Chris Hill] (7:22 - 9:01)

Yeah, billion, one billion, millions. Yeah, the answer's 1.1 billion pieces of content are shared globally every single day. And unfortunately, that's about to get louder.

Who here, by a show of hands, is already using some form of AI in their social media planning, prepping, or content? Yeah, so probably about 50% of the room. Now, raise your hands again if you're using that to create image content rather than text.

Like maybe 15% of the room. Image content with AI is getting insane. These pictures are all AI images.

They were one-sentence prompts, and they were using free tools that are available to all of us. This is where we're going. Like this one here, this first picture.

Would everyone agree that just looks like a real-life person, yeah? Indistinguishable. Obviously, a lion in a theater and an AI robot, maybe you're going to guess that they're created by a computer, but this is where we're going.

This is what we have to compete with. But I've got a challenge for you. Raise your hands here if you're using AI to create video content.

One, two, three, four, five, six people. Seven people. So there's seven of us in this room, and in this room, you are the top 5%.

You're already working on yourselves. You're already building big businesses. But I want to show you just how far AI content has come.

So I've put together a short video, and I've got a challenge for you. I think 80% of you are going to miss at least one of these, but in the next slide, I'm going to play you a video, and I want you to count, of the eight videos, how many of them are AI-generated.

[Speaker 9] (9:02 - 9:26)

And I don't know why, I don't know why. And I don't know why, I don't know why. I'm not sure I can go on.

I try to show you how I really feel. We're going to light up the sky.

[Chris Hill] (9:29 - 9:33)

Garlic bread, my heart's true desire.

[Speaker 9] (9:34 - 10:00)

With every bite, my soul. You said forever. And I believed you.

Now forever's just. I'm a venture capitalist, yeah. I'm a capital dude.

Blow ye winds, hey ho. A roving I will go. I'll stay no more.

[Chris Hill] (10:01 - 22:23)

Cool. So that's the eight videos. How many people think one of those was AI?

Show of hands. One. All of it.

We think all of it. Absolutely. Every single one of those videos is generated by AI, but not just the video, the audio as well.

None of that exists. None of that was put together with prompts or anything. It was just text on a page, and they've generated someone who can sing to you.

This is where we're going to, and that's not the only scary thought about AI. 60% of Google searches now are one, like no-click searches. People search on Google when they don't actually open a website anymore.

60% are just looking at the AI summary, and this is where we're going with content. Now this isn't available in the UK. This is made by a software called Google VO3.

It's not available in the UK yet, but it's coming, and in six months' time, this is all you're going to see on social media. Now we're not there yet, so how can you level up your content to get to where we need to be? Because if AI is going to take over, that 1.1 billion, I guarantee it's going to be 10x. Everything you see online every single day is just going to be swamped, and you need to get better at getting through to your niche. Now how can you do that? How can we build content and be on our AAA game?

Even if we want to use AI, how can we get to that level? We're going to do two things. We're going to separate it into two parts.

The first is customer connection scripts. For anyone who's in advance, you would have heard me bang on about how important it is to connect with your customers and to understand who you're talking to. I'm going to give you some scripts today to be able to build those very, very simply.

And then the next one is, sorry, if you go back. The next one is attention through actions, and I'll explain that a little bit later on. So we're going to start here.

Customer connection scripts. Now how many people post on social media? Is it all of us, most of us?

Yeah, like the majority of the room will. Gone are the days where you can pull your phone out and go, hi, guys, I'm just thinking about posting something, and I'm going to do this. It just doesn't work anymore.

But that's what we all do. We pull a phone out, and we say, right, I want to talk about something, but I don't prepare myself by actually getting into the weeds and writing a script, and that's the level we're at now. Just to maintain a small amount of attention from someone, we have to hook them in, and we have to do it through scripting.

But before we script, there's one thing that's so, so important. And again, people in advance would have heard me say this time and time again. You need to be authentic.

There are so many people in this room that do the same thing, but all of you can serve a different avatar because of who you are. And the more of you that you're willing to show online, and I'm not talking only fans and things like that. We're talking about physical personality traits that we're going to get out there.

The more of you that you're willing to put out there, I guarantee the more floods of leads you'll get. I can't stress how important this is. So let's dive in.

We're going to create some scripts for your business, and this is a framework that you can do whether you're posting a story, whether you're posting a reel, whether you're creating an ad. This script is going to be something that's just going to get you attention, and that's part one of the puzzle. So before we even write a script, going back to being authentic, we need to figure out how we can connect with our avatar, our customer, or our future customer, through empathetic emotions.

Now, I will be able to connect with people differently from every single person in this room because I'm an individual. I've walked the walk in a different life to you, and I've got things that I can connect with people on because I understand them deeply because of who I am. That doesn't change how I can coach people, but it changes how I can connect with people.

And there's two ways we can connect, either through pains, fears, anger, and sadness. If you imagine a hole that this client's in because we're all trying to solve problems for our customers. These customers are sat in a hole, and they need an empathetic emotion, and most of them are scared of either approaching the outcome or taking action.

Some people wouldn't have signed up today yet, but they're going to, but they're just trying to get over that line. They're trying to get through that fear, and what we need to do is we need to stand beside our customers and lead them out of the hole. So we're going to connect through empathetic emotions.

Fear, pain, anger, sadness. Unfortunately, these are the ones that work the best because no one likes to think they're in trouble, but they all know they are, and as soon as someone highlights it, they're hooked in. That is my problem.

You're talking directly to me. The other thing we can do is the outcome, the dreams, the desires, the nostalgia, the hope. These are the things that our customers want.

This is their end goal, and we can connect through that as well. And what you need to do is pick one of those for whatever your niche is. Whatever your biggest problem for your customer is, you need to choose an empathetic emotion while you're writing this script.

So let's start. Hooks. Who's heard of hooks?

Yeah. What hooks are is just, it's a phrase. Like, people say, well, you need a really, really hooky hook.

Get something in there that's hooky. It's like, well, what does that actually mean? A hook is something that opens up a part of your brain in a loop.

The brain does not like open loops. It likes to close them. It likes information.

If you're going to count from one to 10, if someone stops at eight, it will leave an open loop in your mind. That's what people are trying to avoid. By putting a hook in, we're doing something up front that opens that loop and makes them want to continue watching.

An example of this might be, you could have, so it's a question or a statement, realistically. A question you're going to ask them about their pain or something they're going through or a statement that makes them want to continue listening. I've got an example here, which is, the property deals you're doing will lose money for you after June if you don't implement this one strategy.

If you're about to do a property deal and it's about to make money, but you don't know now what that thing after June is going to be, you're going to keep watching because 30, 50, 100 grand could be on the line. That's the sort of statements that we're talking about. We're hooking people in.

By the way, the reason we're going through this, this is all, you can use ChatGBT to do all of this. Anything that I'm sharing today, we can use ChatGBT to create prompts for to create these scripts. It's really, really simple.

When AI does finally take over with the video content and all of those things, you can still use this script to build your videos via AI because that's how simple it will be. Then we're going to move on to the next part, which is the context. Most people I see, and the biggest mistake I see on social media, is someone puts in a hook and then they give the answer.

We don't want to do that. We want to retain their attention by giving them context through a story or authority. Now, with this, if you think about the story side of things, that could be, think about that hook that we just shared.

I could say, I know this because I nearly lost three million pounds before I found out this piece of information. We've just added authority to that, and now they're even more invested in finding out why their property deal is going to go south if they don't listen to me. These stories can be long.

They can be short, but the idea being is, with social media and algorithms, the longer you have eyes on your posts, the more people it will be served to. When you post on social media, it will share it with 10 people. If every single one of them skips within a second, it will be shown to no one else, maybe your followers, but the idea being is, if you can get a second in, two seconds in, three seconds in, the longer you can hold that attention, the more people it will serve.

This is where you do it. It's in these two parts. The authority could be, so that was the story, the first one, I know because I nearly lost three million pounds on a deal that was due to complete next month, which would have cost me my business and my lifestyle.

Imagine how much gravity that adds to someone who's sharing the same problem. They've got a deal coming up. They're a bit iffy about it anyway.

Now, they need to watch to the end of the video. The authority you could have is, I know this because we're being offered deals left, right, and centre that no longer stack because of this, but we found a way to make 20% returns on these deals with just this one model. All of a sudden, you're opening up a market to the dreams and aspirations.

We've gone for fit, but now we're moving into dreams and aspirations. Actually, you could be ahead of the game and ahead of the market because you can get in front of the right people and you can do these deals because you're going to learn this piece of information. That's what social media is.

We're trying to fix problems for people. Then the last bit is the value. If we're going to write these scripts, we have to deliver value at the end.

They can't be hollow because if we go back to authority, if you deliver hollow content with no real value, no one's sticking around. Social media is no longer a place where you just go and get a lead, sell to them, and bring them into your community. People take warming up.

Like Dan said, it's like death by 1,000 cuts at the moment. People have got less money to spend. They're more conscious about spending it.

If in your post you can give genuine value at the end by giving them the answer, they will still come to you. PTs aren't there to teach you how to lift weights. They're there to get you to lift weights, and that's what we are as creators and companies.

We're trying to fix a problem for people. You can give away your whole playbook online, absolutely everything, but people will come back time and time again because they want you to tell them how to do it. They want your support.

They want your motivation. Now, one thing you'll notice in none of that script is there's no call to action. If you just wrote this script and left out the call to action, unfortunately you're not going to get any results.

The reason I haven't put it in there is because the call to action can go anywhere, and it depends on the thing that you've written. You can put it in at the start, you can put it in in the middle, or you can put it in at the end. The only thing I'd say is you have to tell someone to do one thing.

Follow me. DM me. Write sales in the comments.

Whatever it is, you need something in your post to implicitly tell someone to do something because that's how bad we've got at social media. We need single line instructions to actually do anything now. We're so distracted by the scroll, and it's absolutely cruel now.

Social media, if you put some good content out there, it will get ignored time and time again. When you hit that goal, do you want to make sure your call to action's in there? That's the script.

That's so simple. If anyone wants to take a picture of it, please feel free to. That is the script that is the simplest way for you to create.

This can be a sentence each, or it can be a paragraph each. It doesn't really matter. That is the script that you can use to hold attention in this day and age on social media, but unfortunately, that's not enough.

We need more now to drive people in and to level up that online content. That's how we get attention through actions. This is, again, the piece that most people miss, but it'll be the thing you now, when you go away at lunch and when you scroll on social media in the evenings or whenever you do it, you're going to see these things and go, ah, that's why I watched that video.

They're really simple. They're really easy to do, but 90% of us aren't doing this in our social media posts. The average user of social media is now a goldfish.

Actually, a goldfish has more attention span than the average social media user. That's terrible. If you think AI is going to come in and know exactly how to gather attention with good prompts, this is where we're going.

We visually now have to draw people in. I'm going to give you some examples of how that looks. Here's the first one.

Really short clip, but you watched it because I told you to, firstly, but you watched it because there was multiple things that happened. I'm going to see if I can play it again. Let's see if we can.

There's actually about three hooks in there that your brain is picking up on. The first is the music. It's timed to a beat, so you want to get to the end of it because you're trying to complete the song in your head.

The second thing is you're reading the fingers. I wonder what's going to happen, and then the drink arrives, but there's also other things going on. If you really study this, in the background, oh, it's going to play again.

Hang on. There's TVs on. There's a barman moving in the background.

You're trying to figure out where that scene is. That is a six-second clip, but there's about eight things that are happening that your brain is trying to analyze because it's got open loops, and they haven't even said a word. I guarantee you're going to stop and watch it because it's catchy.

Now, let's have a look at another example. This is an example I see quite a lot on social media. People put a piece of paper on a wall or a crumpled-up piece of paper, and then they unfold it to tell you what's on there.

Your brain wants to know what's on that piece of paper.

[Speaker 14] (22:23 - 22:26)

I robbed a jewelry store and tell them to make me a grip.

[Chris Hill] (22:27 - 23:46)

How much does that hurt you to not know what's on that piece of paper? Believe it or not, so this clip does carry on, and it's really boring what's written on there, but this is a hook in itself. I've seen people take this to the next level where they unscrumple it, but you can't read it because then they have to read the comments to understand what it's about, but then the video is playing over and over again while you're reading a massive long script.

No, you're in. They've got 16 watches out of that reel, and you're hooked into their content, and it's going to serve it up time and time again. There's an example how we can do an open visual look really, really simply.

Short clips to music with very, very simple strategies, but it's going to get you in front of people. Now, we've got another couple of examples here, and this is where you can get really clever with this. Does anyone know who this is?

Dr. Julie? Does anyone follow her? She's got millions of followers.

During the pandemic, she was a therapist. The world closed down. She went online and started to give therapy to people on social media.

She could post one video a day, and it takes her the full day to script it, to plot it, to plan it, to get it filmed the right way. She's married with three kids. They do it when the kids have gone to bed.

They set this up, and then they film it, and then they post one video a day. It takes her her whole day to get to this level, but watch it and see why it is better than anyone else.

[Speaker 15] (23:46 - 23:55)

If you struggle to sleep, you'll know that the moment you lay your head down, your mind starts spinning relentlessly. Thoughts about tomorrow, thoughts about yesterday.

[Chris Hill] (23:58 - 31:32)

So, she's talking about your mind spinning. Your mind is now watching a spinning object, so it's linked the two things together. The script and the visual are two things.

You're going to watch both. I don't know about you, I watched this video about six times before I decided to use this one, because that thing never stops. It spins like, has anyone seen, is it Inception?

They spin it at the end, and the thing wobbles. Is it going to stop? Is it not?

My brain lives for this sort of stuff, because it just wants to close the loop and know what's going on. Now, you don't have to just do things that are related in open scripts. Open loops, sorry, in open loops.

Open loops can be absolutely anything, and here's another example. This one doesn't have sounds, so I'm just going to play it. There's three things that are happening in this video.

The first is the guy at the top talking, and if you were to hear the audio, it's just him. There's no music, there's nothing else. It's just him talking about the thing he wants to talk about.

In the middle, we've got text. We're following the text. Our brain wants to read that at the same time, and at the bottom, we've got something completely random.

A screw with a ball bearing in the middle, and this is, it's not the best example, because it takes a while, but can you see it starting to glow red? What's going to happen? Is it going to blow up?

Is it going to melt? Who cares? He's getting his message across to you.

He's got all of your attention for a very, very small amount of time, and the thing you won't remember is the screw. The thing you won't remember is, does anyone remember what brand came up a minute ago, actually? What was it?

That was one of them. Do you know what the other one was? Yeah, and Canva, I think, was the other one, so Canva came up.

You're going to remember how he said it, why he said it. That's the thing you'll take away, and you might drop him a follow or click learn more. This one was an ad.

You might click learn more, because he's managed to retain your attention just by adding some random context in there. Now, before we ... I've got about five minutes left, and I want to get some questions at the end of this, but before we go into that, there's other ways we can do this as well.

The first way, which we've got in the top corner here, is viral clips before your own. Does anyone know who this guy is? LC signs Tony.

Look him up. He has absolutely blown up his portion of being there. He sells.

He's a Chinese manufacturer, and they sell signage to companies, and he puts viral videos at the start of his clips, and he opens the loop, because he knows they're viral. He knows they work, and then rather than letting you get to the end of that video, he interrupts and does his thing. He comments and makes a comedy gag in the middle.

Then he says, well, anyway, come and buy my signs. He's taken something so viral that it's nothing to do with his niche, and he's stepped to the side and goes, no, actually, come and see what I've got over here, and that's all he does, and he's got, what is it, 1.3 million, and he sells signs. Does anyone else find that incredible?

Absolutely bonkers, and he's using other people's content. He's not even getting creative himself, but he's opening loops, and the reason people hang around and follow him and stay is because he's funny. He's his authentic self.

He doesn't care what he says. There's some quite racy stuff on there when it comes to crossing lines of comedy, but he doesn't care because he's like, it gets attention, and it gets me customers. Now, your background.

Background open loops are one of the best things you can do, and what I challenge you to do is when you're watching social media, start to realise when you're watching the person or the background. A really good example of this is if you're filming and immediately someone walks behind you and they are carrying something, they're doing something with their hands, they're going somewhere or they're wearing something strange, your mind will follow them while you're listening to the person delivering content. So simple, but it's an open loop, and it's getting you eyes on your content.

Another one, start midway through an action. Most people go, hi guys, I'm here to deliver something on social media, and I want to tell you all about it. Start a third of the way into the sentence because your brain has to figure out what the first part of the sentence was.

Not, hi, my name is John, and I'm delivering this. Have you seen these? It's like immediately you're in, you're into the content.

People's attention spans are so small now that you need to dive in with the value straight away. And then a timer with no explanation. This one I absolutely love.

It's underused, but I think it's one of the things that you can put in. If you start a random timer, not a minute, not 30 seconds, but 17 second timer, something like that, a random obscure number, people will watch it just to see what happens at the end with the timer. You don't even have to acknowledge it on the screen.

And the best one I've seen of this is someone putting a bomb in their pocket. They take a stick of dynamite, they light it, they put it in their pocket, and they just start talking about their ad. Smoke's coming out the pocket.

They're catching fire, but you're like, oh my God, are they going to blow up? Am I going to see this on social media? Timers with no explanation is another way that you can open loops.

Now, I'm going to be the only person in here who says, so that's background open loops, so where people walk past you. I'm going to give you permission to go onto social media and doom scroll. We all love a doom scroll, yes?

We're all on social media? Go on there and set up a folder that things that grab your attention, anything that grabs your attention, whatever the reason might be, put it in the folder, and then when you're writing your scripts, go back to it. This is where most people can find gold.

You'll be watching, I watched an advert. It was an advert for, I think it was marketing. It was 30 minutes long, and last night I watched the whole thing because they hooked me in.

They opened a loop at the beginning. They then said, I'm going to tell you six reasons why you should do this, and they went through six open loops, and I got to the end, and I was like, okay, I've fallen for my own tricks. I'm watching stuff because people are opening these loops, so the first thing is doom scroll, absolutely, and put stuff in there so you can find out how you can level up your content by stealing with pride from others, and the other thing is social media now is all about community.

We said about authenticity and how you connect with your customer. If you were going to build an online presence, if you were going to sell your stuff online, don't post and ghost. That's what we all do.

We post, we put the phone down, and we check how many likes did that get, how many comments. You need to be engaging with people. To level up your online content, if you posted less and engaged more, you will be further forward than anyone else in your niche within the next few months because no one's engaging.

No one's building communities anymore because they think it's dead. It's not. That's where the money lives.

The money's always in your list. The way you build a list is to go on social media and engage with people or wherever you post your content. Remember, you can use this for anything.

Everything that I've just shared with you today, the scripts, the open loops, if you just write prompts in ChatGBT, eventually, and I say eventually like it's going to be years away, in about six months' time, you'll be able to stick this in one AI, and it will spit out the other end of video that grabs attention, holds attention, and gets you your ideal client just by giving it the right information because AI is only going to be as good as the person that uses it, and we've all seen AI videos that are just completely rubbish, random, strange. It's because the prompts weren't good enough, and that's how you level up your, so that's how you level up your online content, and I've got 25 seconds for any questions.

One, two. We've got two questions. Very quickly.

What AI do you use? Very good question. I use ChatGBT most of the time for most things like general.

We use about 13 different AIs. What I'll do if it's all right, I'll share it afterwards in the community. I'll post the thing up with all the AI tools that we're using, but Google VO3 is the one to watch.

That's going to be like the next level one. One more.

[Speaker 12] (31:33 - 31:38)

A video is the way it's going to be compared to posts and photos.

[Chris Hill] (31:38 - 31:38)

Yeah.

[Speaker 12] (31:38 - 31:43)

A video is the way it's going to be going, and you should be doing videos over posts or reels and still pictures.

[Chris Hill] (31:43 - 32:18)

People connect with people, so if you are happy to get in front of a camera, it's the best way to connect with people, so videos always work, but then equally, a picture with no explanation, people still want to solve that. It's almost like the old becoming the new again. Do you ever see that, where things that go out of fashion just become the best thing to do again?

Static posts, we are actually seeing with an increase. Static posts, long text, used to be the way to go. Now, if you can do that really well with a carousel or a very good static image, which again, we can use AI to create, and then a very good AI-prompted post that holds people there, equally, they're as good.

That's it. Well, thank you very much, guys. I'd like to welcome back to the stage Rachel.

[Rachel Davies] (32:30 - 34:22)

Wow. Wow, that was brilliant, wasn't it? Who wrote a furious amount of notes there?

I know I did. That was absolutely fantastic, Chris. Thank you so much.

It's really important, isn't it? As much as we're finding AI easy to use now, haven't we all thought, this is brilliant. I love this.

This is making my life so much easier. I wrote my whole brochure using AI, but what we realise now is that actually everyone else can do the same thing, and everybody else is doing what we're doing, so we've got to become much more competitive. We've got to cut through the noise, and we've got to make a difference.

I've been really busy this spring doing lots of online content, and it's just given me loads of food for thought because obviously I'm building out lead magnets, but I've also been writing cyber security content for the first time, but that's just given me some really great ideas on how we can make it a lot more engaging because it's quite a dry topic. It's going to be quite challenging for me, so that's something I can take. Lots and lots and lots of great golden nuggets there.

That was worth its weight in gold, so thank you for that, Chris. Right, so it's now time to move on to the next session, which is all on the step change showcase because why are we here? We are here to be successful, and what is this community all about?

It's about you. Everyone in this room being successful, living their lives by designing, getting the things that they want out of life, pushing ourselves as a community to achieve more and more because we want more for ourselves, don't we? All of us here want to be in that 5%.

Of course, lots of you here today, you've been taking these blueprints through speed of implementation, you've been delivering them, and you've been getting some incredible successes. There are so many successful people in the room, and we want to shout about it because that's what this session is all about. So can we please give a massive round of applause while I welcome back to the stage Mr. Adam Garfin, he's going to walk you through this.

[Speaker 13] (34:28 - 34:36)

Okay, ladies and gents, very good.

[Adam Goff] (34:36 - 38:59)

The step change showcase. So I've talked about step changes a little bit earlier when we were talking about thinking big, because step changes really is what it's all about. We don't come on here to get this linear, gradual increase in improvement, whether it's wealth, health, life by design.

We come for step changes. That's what the methodology teaches. It teaches having these championship seasons where you absolutely nail it, you go hell for leather, step change, and then you never go back again.

Then next year you regroup, what's the next step change? You build it over winter, warm the tires over spring, and step change over the summer. That's it.

That's the PE methodology in a nutshell. So that's what it's all about. Like I said, whether it's in your wealth, whether it's in your health, or whether it's in your life by design.

Some people are thinking, well, I've got my wealth crack now. Yeah, well, lose your weight, get in the best shape of your life. Add 10 years to your life.

It's like, okay, cool, well, I've actually got the money, and I'm feeling good. It's like, okay, cool, are you living your life by design? Is this the best version of your life right now?

That's why we talk about your own race at your own pace, because it really is what you want. It really is not about the most money or any of these external things. It's what you want most that year.

So it's different for everybody. So everyone has these different areas of focus. I want to go back to this quote again, because this is all to do with mindset.

And the reason I'm going to invite these three people on stage is because they've had significant step changes, and they can inspire us to do the same. We can learn from them, ask them questions, and get motivated to do exactly the same. So if not now, when?

And if not you, who? Just keep that in your mind. This was the thing that changed for me when I joined Property Entrepreneur.

This was the biggest thing. I was doing my own thing. I've been in business over 20 years.

I was making it work by myself. I wasn't really thinking strategically. I was making progress, but there's no way I had any serious step changes.

It was just gradual, and I just thought more was bigger. First year on Property Entrepreneur, biggest step change. I had a 40% increase in revenue, which is why I won Property Entrepreneur of the Year.

Because Dan said, more revenue doesn't equal more profit. And I was like, of course. This is counterintuitive.

I need to stop growing, because I need to make money. And it was like completely flipping it on its head. Bang, 40% increase in year one.

Happy days. Then I shared with you earlier, right, now I've got the money, so I don't want to get out of the business. I don't want to do this every day.

I'm like a bit of a chilled out beach guy, as you know. I want to go sailing across the Atlantic. 30 days, out.

Huge step change. Of course, once you get out, you never go back in again, do you? That followed with me.

Yeah, it wouldn't be a super benefit if I didn't get the stupid photo out. You're welcome. All right?

You know, it's like I've got all that sorted. What's next? Well, body transformation.

You know, why not? Go for the ridiculous percentage body fat. Show the grandkids.

You know, it's like that was a challenge, and it was health became the biggest thing that year. It was like relearning what I knew about food, my habits. I was just going mental and putting on a lot of fake tan.

And then going to live in Cape Town. It was like, right, well, cool. I'm sort of done with London now.

I'm sort of a bit bored of it. That's not really the lifestyle I want. It's like living six months of the year in Cape Town.

I spent the first lockdown there. For those people that remember, it's like life by design. It was like I want sunshine, beach, hikes.

You know, that kind of outdoor lifestyle where barbecues are like the normal thing on the weekends because the weather's actually good. Yeah? So it's like all of these step changes happened for me.

Then it was public speaking. But Dan thrust me in front of the group. Rachel was their first ever blueprint.

I was super nervous. Never done any public speaking before, but it was like step change. It wasn't like gradual.

It was just like thrown in, get it done, and obviously, you know, it's my passion. It's my purpose. Completing my financial fortress.

Like completing my financial fortress. Actually, when I started making the money that I always thought I was making but I wasn't, I started to build up money in my bank account. And I was like, right, well, now I need to buy assets.

And this is when we came up with this financial fortress idea that Dan and I both wanted to get our hands on. And it was like, actually, that's the freedom I always wanted. That was what I wanted in financial independence.

And living off the steam is one of the best feelings you ever will get in your professional life. Selling it all, going from managing a team, all the stress of COVID, running a noisy business, even though I was only really doing it a day a week, I got sucked back in during COVID. Step change.

It's like, buh-bye. I thought the new buyers were going to be on at me every day, asking questions. They never asked me one question.

[Speaker 13] (39:00 - 39:00)

Amazing.

[Adam Goff] (39:02 - 43:00)

Talk about a step change. It was like here to here. All right, so what did I do?

Traveled the world. Ticked off my bucket list. Step change.

It's like 62 things. It was like all the things I wanted to do, the people I wanted to spend time with, the stupid stuff I wanted to do. Go to Bali, do a snowboard season, like do festivals, whatever it was.

I swapped Clapham Common for this. You know, step change. It's like this is what it's all about.

And you start racking them up, first class, you know, economy, premium economy to first class, you start thinking, I can act. Like all of these step changes, I've done more in the last seven years than I did in the previous 17. Like noticeable step changes, like year after year after year.

It's what we are all here for. The war room, step change. All right, it's not just, oh yeah, we're doing another, you know, we've nailed advanced that.

Everybody knows who's on advanced that it is good. Could have been like, yeah, cool, you know, advanced is great, it's going to sell out, happy days. No.

War room, step change, more. What does everyone want? They want Dan to teach them about property.

They want to see what Dan does. Not just his big multi-million pound deals. People want to know how to do the 200, 300, 400 grand deals.

It's like let's have another step change. Let's do it again. So this is the game.

When I say about, we were talking about in my mastermind group the other day, it's like I'm so passionate about this game. Like Josh has raised the stakes, like gamify it. Like that's what we do here.

We gamify life. Wealth, health, life by design. We make it a game and guess what?

When you win, it's your life that benefits. You get these step changes. That's the prize.

It's like just the most amazing thing in the world. So you need to think that this championship season, your step changes that you wrote in your strategy are still possible. You might be facing, you know, you might just see the tip of the iceberg and you look under the ocean and you're like, crikey, there's a lot of work to do.

You know, Josh's 70 rooms is 100K summer. It's like you might be thinking, I'm behind. But I am telling you, I'm going to invite you that you have got three months to absolutely nail it and put it away.

You know, you just go hell for leather, give it absolutely everything, and at the end the reward is the step change. So like I said, I'm going to invite three of our highest performers. So I'm going to introduce them and then we'll give them all a round of applause as they come onto stage.

So don't clap just yet. So first of all, we've got board member, Ted Gill. He owns a very successful tax accountancy, Niger accountants with his wife Jasmine, property developer, and dad.

We've got Chris Dornan who's on my mastermind, developer, multiple businesses, systemizes SA business, got crazy financial fortress targets. Ask him at the break if he'll tell you. They're absolutely nuts.

And he is the reigning advanced champion, by the way. And also a father, Katie Harvey. She's not a father, not yet.

Katie is, you know, the host of Property Entrepreneur Virtual. She's got a couple of businesses doing fantastic things in rent to rent. She's got the Burnouts box, which she'll tell you about.

So they are our three shining stars for today's showcase. Can we please give them a massive round of applause as we welcome them to the stage? Thank you.

No, no, no, no. We have a rose between two thorns, please. Thank you very much.

Come on. Chivalry's not dead, is it? I feel so far away from everybody.

Okay, so obviously this is a panel. So please don't hog the mic too much. Let's just...

Yeah, it's edulicious. Yeah, it's always edulicious. I don't want to put my back to you guys either.

Right, so just very briefly, obviously, just your name, how long you've been on PE, and then we'll do the next one.

[Chris Dornan] (43:00 - 43:19)

Yeah, cool. Remember your name? Hi, everyone.

Yeah, I do remember my name today, yeah. My name's Chris Dornan. I've been on PE for three years now, two years on Mastermind with you.

As Adam mentioned, I'm a husband. I've got a wife and three lovely but very noisy girls, and they're my chivalry. Thank you, brother.

Katie?

[Katie] (43:19 - 43:25)

Hi, I'm Katie. I've been on Property Management for two years, Mastermind with Josh for one year, and I'm not a father.

[Tej] (43:28 - 43:35)

Hi, I'm Tej. I've been on PE for three years as well, and the board for about a year and a half. They didn't let me in initially, and then they did let me in after.

[Adam Goff] (43:36 - 43:55)

Fantastic. All right, so let's give everyone a bit of context. Oh, yeah, a round of applause, yeah.

Hello there. Also good-looking. Right, so where were you before you stepped change?

Or perhaps where were you before the start of PE? Keep it super punchy, please.

[Chris Dornan] (43:56 - 44:29)

Cool. Yeah, wearing far too many hats within the business. Me and Sen were literally doing just about everything.

We had a team, not quite as extensive as we have now, but we were wearing lots of hats, spending huge amounts of hours, really unsustainable working hours every week, and just feeling pretty burnt out, to be honest. Lots of different things. We've got three main businesses.

We've got an SA business, service accommodation. We've got a development business and portfolio company, and we run a mastermind as well. A few different things going on, and yeah, lots of different focuses.

So amongst family and running those companies, it was a lot of hard work.

[Adam Goff] (44:29 - 44:33)

Thank you, Chris, and a fantastic mentor as well, by the way. But yeah, Katie?

[Katie] (44:34 - 45:13)

So I was working on the tools, 12-hour shifts as an electrician, which was hard work. I didn't realise how hard it was until I stopped. I was getting up at five in the morning to go to the gym, working 12 hours on site, and then going straight to Muay Thai in the evening.

So I was probably at home for like six hours, which is just when I slept and ate and showered. And I was in hospital every six months, burnt out, stressed from a medical condition that I've got called Addison's disease. I don't do stress hormone cortisol, and I was stressing myself out a lot.

Josh was on a pretty low wage in the business, and our rent-to-rent business was sort of surviving, definitely not thriving. And yeah, we had to really, really turn that around.

[Adam Goff] (45:13 - 45:15)

Thank you, Katie. Tej?

[Tej] (45:16 - 45:19)

Yeah, similar. I was on the tools, just mine was a calculator and a spreadsheet.

[Adam Goff] (45:20 - 45:21)

I was doing people's- Not the same, Tej.

[Tej] (45:23 - 45:37)

It's not the same. I was, yeah, before I joined PE, I was doing people's tax returns still, still doing VAT returns, and always felt like there was more to do, but really didn't know how to change things around. And yeah, that's where PE came in.

[Adam Goff] (45:37 - 45:52)

Okay, thank you. Fantastic. Thank you for sharing that, some honesty there.

So where are you now? And then I'm gonna ask you your top three step changes that you've had, if you've got three. So you can just start with one, then we can pass it around and we'll keep the momentum going.

So where are you now, your biggest step change?

[Chris Dornan] (45:52 - 47:31)

Okay, so where we are now, our SA business was very much our 70% focus. You hear the guys talking about 70, 20, 10. That was our 70% focus and ate up most of our time.

Like I said, Sen and I were doing most of the stuff ourselves. We really built a team. And I think that's been the biggest step change we've had really, is every different element of our business is really engaging a team and empowering them as much as possible, as early as possible.

And then following the blueprints to really let them run with it. Similar to what Shiv's done with his UMD, we brought in people, we've trained them, we've done what you taught us and it's really allowed us to then move that 70% focus back to our 10. So we can move the 20 and the 10 up the scale.

So we've bought back a huge amount of time. Gone from working 80 to 100 hour weeks consistently down to maybe 40 hours a week, give or take. So that's been just a big change.

That's a big change. Any other life changes? Like where are you now?

Life changes, yeah. Not feeling quite as burnt out anymore. It's been good.

One of the big things that was sort of impacting me was not being able to spend as much time with my family as I wanted. Not being able to do the hobbies that I love doing that really make me me. And so really focusing on these things within the team and building the people around us has allowed to just really buy back my time and be able to spend more time with my kids.

One of my silly goals was just to be able to walk my kids to school and I now get to do that whenever I want. I can walk them to school. And it's just good, yeah.

Being able to really focus on the life by design. Being on Adam's Mastermind, I've got Mr. Life by Design pushing me. So it's been great.

Really put a bigger focus on that and that's freed up creative thinking space to help continue to grow the businesses. So it's all just fed in.

[Adam Goff] (47:32 - 47:37)

Thank you. Katie, where are you now in life, in business and what's been the first biggest step then?

[Katie] (47:37 - 48:47)

So our rent to rent portfolio is thriving now. We're actually, we're one deal off, a completed deal off being like half a million turnover in a rent to rent business, which we're really proud of. Me, Josh and Jacob are all full time in our businesses now.

So I'm off the tools officially, which gives me the time back to focus on the blueprint, which is my solo business. And that came about because I was speaking to the mastermind about it and said like, I think it was September, October. I said, I'm going to be off the tools by Christmas.

And Josh was like, why Christmas? And I was like, I don't know, good target. And he was like, two, three weeks, you can do it, definitely.

And then by chance I got sacked. I mean, you know, it kind of works. But without the mastermind, I would have just gone and got another job.

Without that support around me, I wouldn't just find another site and carry on working on the tools. But because I have that support, I had people in that mastermind that I could do work for and replace my income. And I have that support to keep me going.

And it meant I didn't go back on the tools and I haven't touched them since other than for a few family and friends.

[Adam Goff] (48:47 - 48:50)

So it's not just revenue. You must be making money because you're supporting yourself.

[Katie] (48:50 - 48:59)

Yeah, absolutely. And it's the community that's really helped me with replacing the income quickly. And then now I've been able to replace it by restructuring some of the properties, so.

[Adam Goff] (49:00 - 49:03)

Congratulations. Well done. Ted, how's life now?

[Tej] (49:03 - 49:04)

Life now?

[Adam Goff] (49:04 - 49:06)

Biggest step change. You look stressed, man.

[Tej] (49:07 - 49:08)

Do I? I don't like being up here.

[Adam Goff] (49:08 - 49:11)

No, you're not. You love it. Stop it.

[Tej] (49:13 - 51:07)

I guess, yeah, I mean, to give you context, life was good before as well. But life is just so good now. It's just in every aspect.

You start doing well in one part and it just bleeds across into every other part of your life as well. And, you know, I think I sent you a picture, didn't I? When I was cave timing this year, just go on October, I went through my first cave time journey and I'd written in there, PE is going to change my life.

And I sent you that photo, right? And it definitely has. It definitely has.

I would never thought I'd be sat up here a few years ago because I didn't even know PE existed. But when I started PE, I didn't think I'd be sat up here. And I think where I am now is, so we've gone from being on the spreadsheets to then running the business.

So that was the first step change. And it's interesting, because every year there's a new change because the first year was get out of actually working and then start running the business. The second step change actually came because of this event last year, the June event last year.

Josh puts on the Lose Yourself soundtrack and starts talking off the intro bit. And, you know, you said about seeing what other people are doing. Just happened to be before that, I spoke to a few people that sold their businesses for eight figures.

And I don't know about anybody else, but you used to think in your mind there was a ceiling that somebody selling their business for eight figures must be really, really smart. These are just normal people. And I'm a normal person.

So you start thinking actually there's more within me as well. That coupled with Josh's rapping as well, just everything just got layered up. So that was the second step change.

Decided then that actually, let's start looking at M&A. And so we've gone from being in the business to running the business, now buying businesses. So we bought Practice a couple of months ago.

There's another three in the pipeline, which I'm gonna get done by December, one of them. Don't tell Jasmine. So yeah, those things just keep moving.

As well as that, completed Financial Fortress in that time. And I'm sure they'll put me some more stuff.

[Adam Goff] (51:07 - 51:25)

Crikey. So you've gone from being in the business to running a business to buying businesses. Yes.

Round of applause. Congratulations. That is absolutely bonkers.

So next step change. Do you wanna have a step change you've had?

[Chris Dornan] (51:27 - 53:06)

I guess changing the mindset has been a big one on how we actually approach businesses. So touching on building the team with the SA business. We also got, as Adam alluded to, quite big portfolio growth plans for our Financial Fortresses.

Huge. Yeah, they're quite big. But what we realised is that we can't deliver everything.

We will become the bottleneck within our business very quickly. And that's not anything new, but it's something that just needs to hit home every now and again. And so by changing the mindset of how we were actually going to go about achieving this, we've gone, and very early on, built an entire team around us for doing our sourcing, feeding the top of the funnel, doing our letters.

And so the responsibility that Sam and I have is really leading the vision and making sure the team know what we're looking for and then actually going out, we're doing the analysis and pushing it along. But it's just about building that team around us as early as possible. That's been huge.

From a personal level, it's becoming comfortable with saying no. I was always, I'm a dynamo, so very guilty for just saying yes to every opportunity that comes across the plate because they're all amazing opportunities. And actually getting comfortable with saying no and creating thinking space, like time to really spot the good opportunities when they come through, but also to be able to prioritize the things that are important.

So time with my family. I've built my house over the last two years, which has been a big one. Getting a home court advantage, so that's been massive.

And then really just blocking out the big rocks, the things that are important to you in life other than just business. That's been a massive step change for me personally. Getting back to actually doing things for the family and for the first time this year, we're going to go to Bali for a month in October, which is something we've not done for a very long time since we were kids.

[Adam Goff] (53:07 - 53:18)

So yeah, it's been a big one. That's pretty cool. Seeing your light turn on when we were in Bali.

You're so similar, the life by design thing. You came to Bali and you were like, tell them how you felt and how that changed your whole perspective.

[Chris Dornan] (53:19 - 53:38)

Yeah, so before going to Bali, I was really very, very burnt out. I don't think I'd realised that for a number of years. I think it'd just been a combined effect of years of just going, going, going.

How long had you been in beast mode? Oh God, since I was probably about 14. And he's 84.

Yeah, that's 20 years.

[Adam Goff] (53:39 - 53:39)

20 years of beast mode.

[Chris Dornan] (53:39 - 54:41)

If you know Chris, you know that's the truth. Everyone else could see it. I didn't really see it.

I was in burnout mode. I wasn't sleeping and lots of different things and went out to Bali and just sort of took a minute to stop, reflect on what we were doing, what I actually wanted out of life. And that week, I don't know what happened magically, the island of the gods, beautiful place.

Definitely visit if you haven't. But something changed. I came back feeling like a completely different person.

I was happier, I was more motivated, more energised and I was sleeping, which was amazing because it'd been about a year and a half that I hadn't had night sleep. So it was a big shift. I don't know what it was but I think it was just lots of little things dropping into place, taking back control, getting comfortable with saying no and really focusing on the important things that would align with my values, my vision and ultimately what we were trying to achieve.

But really, my year of this year was alignment and it was making sure that I was being careful about what I said yes to so that I could allow the important things in.

[Adam Goff] (54:41 - 54:55)

I think for you it was just reminding you what you valued in life. It was like you saw what actually life could be like. Final step change before we go on to Katie she's probably got one or two more.

You've had another step change in your metabolic age.

[Chris Dornan] (54:56 - 54:56)

Yeah.

[Adam Goff] (54:56 - 55:04)

Because your health suffered because you were, I mean I had that quite aware with you, I could see you were not looking great. Yeah, burnt out is a good way to put it.

[Chris Dornan] (55:04 - 55:47)

So how's your metabolic age jumped? So last year I did the Blue Crest health check and I got a metabolic age of 53. And how did you feel when you got that?

Pretty shocked to be honest. That was a real slap across the face because I generally try and keep fairly healthy but one of the things in being in beast mode I've sacrificed health, fitness, time with family and sports. I'm a bit of an adrenaline junkie.

I like extreme sports and I like doing things that scare me on a regular basis. I wasn't doing any of that. And so actually by cutting certain things out and taking back control really put in a big focus on diet, exercise, trying to sleep and just not overloading myself too much.

Managed to reduce that to as of last week, 33. 20 year drop.

[Adam Goff] (55:47 - 55:55)

20 year drop in one year. Congrats man. Well done.

Katie? Any more step changes you want to share?

[Katie] (55:55 - 57:17)

Yeah, a couple of step changes. The biggest one for me at the moment is definitely having my time available. So we've had quite a lot happen in the family recently.

Unfortunately my nan got diagnosed with Parkinson's, my grandpa with dementia. Shout out to Nat by the way for the podcast, so helpful. And also our auntie with cancer within a month.

So having that time now where I can actually go and spend time with them. Just take my nan and grandpa out for a coffee in the middle of the day or drive up to Stafford to see the family and my little cousins that are going through it. It's massive.

And also being able to train whenever I want. If you don't know I do Muay Thai then where have you been because it's everywhere on social media. But I train that and that's a massive stress reducer for me.

So if I don't train I feel a lot more stressed. So that combined with being able to actually spend time with family has been such a big step change especially recently which not many people can do that when their grandparents fall ill. And then also we've had the confidence to finally move to doing some bigger property deals.

We've got two deals lined up at the moment in Oxford. They're going to bring our assets to multiple millions and we're going to continue growing that over the next few years. But without the community and that support we definitely wouldn't have had the confidence to do that and take that step.

And our parents were investing with us which has taken like seven years to get there. So yeah that's a massive thing because they thought all of this was a scam.

[Adam Goff] (57:19 - 57:34)

Congratulations Casey. Well done. Guys I'm going to open up to questions in a second.

If you've got one top tip for the audience each what would it be? How they can get there or anything you want to share?

[Chris Dornan] (57:35 - 58:24)

I would say top tip is make sure when you're thinking about as you talked about earlier sizing up the iceberg when you're thinking about your goals and what you're trying to achieve make sure those goals align with your vision for your life. And really importantly your values what you stand for what's important to you. It's very easy to go and create businesses that look like they'll make loads of money but once you start getting momentum and things really take off is that a business that's going to support your life vision going forward?

And so if you're at the early stages or if you're already got an established business is really think about the moves that you're going to make the opportunities you take on to make sure that they're not going to detract from the time you've got available to spend with family or doing sports or keeping fit and healthy travelling wherever it might be make sure that you're creating something that's going to support your life vision and aligns with your values that's it.

[Adam Goff] (58:24 - 58:28)

Perfect. Life by design. Thank you.

Tej? Or you've got the mic.

[Tej] (58:28 - 59:32)

Oh me. I suppose so everybody here is obviously going to set themselves some pretty big goals right? Especially if Josh gets up and does some Eminem style rapping again.

So you're going to have this massive goal that you're aiming at and sometimes then that gets a bit intimidating to start moving towards so then what I like to do is that's there in your vision you'll see it every day if you've got it put up somewhere and then every day I just try and focus on winning that day so I will know what I want to get done and by doing that now winning just becomes a habit a daily habit you're always winning whatever it is you do eventually you'll get to that big win that you had at the end that you need to get to because it can be intimidating what I got over excited about last June and wrote down was intimidating but you start figuring out how to do it and the other thing is the team there was stuff I was faffing about I started P.E. a year before Jasmine there was stuff I faffed about for 18 months trying to get right and then Jasmine came in and in four months it was operating people in four countries around the world doing stuff and I couldn't get two people in the same office to do stuff so you've got to get

[Adam Goff] (59:32 - 59:43)

the right people to do the right things She should be up here Katie do you have a tip? Yeah world class women as well

[Katie] (59:44 - 1:00:34)

Yeah just one follow the blueprint do what they say I signed up to Josh's Mastermind which was a big financial commitment for me this year which also prompted me to obviously do the work but I said to Josh and Jacob my brother and my cousin that if I was doing this anything he told me to do I would just do it I hope you didn't hear about Josh by the way and that's what I've done and I've followed the blueprints and I've done everything they said the first name I had for the brief blueprint I told Josh and he was like that's crap and I was like well we're changing that then and I just listened I did what he said I sort of surrendered to the experiment and it's worked so if you're not sure Shiv's mentioned it a few times it's sort of tested the waters and seen if it works and it's always ended up badly when it hasn't followed the blueprint so actually just trust it and just fully immerse yourself in it because it works

[Adam Goff] (1:00:35 - 1:01:02)

That's nice Thank you Katie Let's give them all a big round of applause Any questions? Who's got the first question for the Dream Team?

Who's got the first question? Anthony you got a question? Shall we sum it up?

What's been the biggest challenge? It all sounds good It all sounds great What's been the low point? What are you not telling us?

What's the reality of it? Because it all looks glossy and great

[Katie] (1:01:03 - 1:01:49)

Yeah I've got one You have to get comfortable being uncomfortable but no matter how many times you do it it's still going to feel crap and you still have to go through the emotional childhood that takes on you and you still have to go through the stress even when you've got people by your side it still feels rubbish so when you are putting yourself in those uncomfortable positions like coming off the tools and everything going sort of wrong at that point in my life was so uncomfortable and I still had to feel it but you just have to have the right support around you to get you through it so it's not that you're not going to feel the bad side of it you are and you're going to be able to feel all of those emotions but you with the right support the right team around you the right mentors you'll be able to get through it a lot better than if you're on your own

[Adam Goff] (1:01:49 - 1:01:56)

Katie that is a lot of wisdom feel the fear and do it anyway I love that that is genuinely great now who's got another question

[Speaker 12] (1:01:57 - 1:02:07)

Richie health, wealth, life by design what's been the easiest and what's been the hardest to hit your personal targets and goals in each of those three areas

[Tej] (1:02:08 - 1:03:06)

good question I think the wealth was probably the easiest because it's easy to know if you've done it you set a number you get there a certain number of teammates a certain turnover whatever it is a certain number of properties that's easy to vision and go for I always struggled with trying to pick something three five years out I was always a 12 month person probably short attention span of a blaze but I would say yeah wealth was easiest health was probably the next easiest because I was looking after myself kind of anyway before life by design I think is the strangest because I think we're not really we're not taught to look at that in the rest of our lives right so I'm now 40 I only joined PE at 37 so in a couple of years I've been thinking about what is life what is life going to look like outside of these material achievements so that was probably the hardest one for me to get my head around and I'm probably still haven't got it there but I think so but that's probably the order for me

[Adam Goff] (1:03:06 - 1:03:18)

thank you any other question yeah David get a mic for yeah be the man how you doing careful

[Speaker 11] (1:03:19 - 1:03:47)

thank you all three really good to hear what you've said so far and I've actually taken a few notes Chris you've mentioned about you know matching the personal life of your values and Katie you've mentioned about following the group and obviously the little wins every day to get to your goals I guess my only other question is with you guys now if you could go back maybe five ten years is there anything else that you guys would tell your younger selves to help you on your journey good question my man

[Tej] (1:03:50 - 1:03:51)

glad you've got

[Adam Goff] (1:03:51 - 1:03:52)

a warm lanyard on me

[Tej] (1:03:52 - 1:04:02)

I would tell my younger self don't worry about not having your shit figured out because nobody does I bet everyone in this room even Dan's probably not got it all figured out

[Adam Goff] (1:04:06 - 1:04:08)

everybody else is just blagging at

[Tej] (1:04:08 - 1:04:09)

exactly

[Adam Goff] (1:04:09 - 1:04:12)

the older I get the more I realise everyone else is just blagging it for virtual

[Tej] (1:04:12 - 1:04:22)

and I think that's the pressure we put on ourselves when we are younger there are some very young people here nobody's got it figured out you'll figure it out as you go along

[Chris Dornan] (1:04:23 - 1:05:21)

I would say if I was to go back and give myself any advice it would be expand the timeline when I was in my 20s I wanted to achieve everything yesterday and that was what pushed me into beast mode that's what all the time and actually everything takes longer it generally costs more and that's ok because as long as we've got that longer term vision and we're not necessarily trying to achieve everything tomorrow you've got much more longevity and you've got much more scope for what you can achieve when you just push the timeline a bit because ultimately with any goals that we set the goal and the destination is great but the goal is the journey and so that would be a big change that I would've made when I was in my 20s starting out is that you will be able to achieve these things it will probably take longer than you think but that's ok as long as you're making sure that it aligns with what you want out of life and definitely don't sacrifice things that are important to you just in the pursuit of financial gains or business

[Adam Goff] (1:05:21 - 1:05:35)

all the stress that reminds me of the story of the runner who always tried to beat his PB every day along the beach and one day he just decided to just enjoy the run and he was only two minutes off his best time but he had a completely different experience it's like we don't need to go full pace

[Chris Dornan] (1:05:35 - 1:05:39)

and actually slowing down quite often allows you to go faster

[Speaker 16] (1:05:40 - 1:05:41)

Jonathan was

[Chris Dornan] (1:05:41 - 1:05:55)

talking about it in his calendar sometimes when you actually create some white space in your calendar you do open yourself up to receiving opportunities and seeing and spotting things that could be really good for you your family your life lovely

[Adam Goff] (1:05:55 - 1:13:17)

one more question fantastic Ted Katie you don't get to answer the ten years ago thing because you were like six yeah Ted Katie Chris thank you so much for coming up here and sharing let's give them a big round of applause well done thank you guys love it you can take the mics you can take them thank you darling thank you inspired much yeah it's really cool very very cool congratulations thank you okay before we go to our next segment it is the super event I've got another special announcement are you ready are you ready can you guess what it is yeah loves it okay ladies and gents we've got a session later about this without a doubt one of the other most popular bits of advance and a little bit on the program that we've done has been our PE AI showcase AI is not going anywhere undoubtedly is one of the biggest things that is going on in the market right now and much to Dan and I's dismay because we're both like you know sort of getting on in age or whatever a little bit relatively like we're like no this AI thing really is here to stay fantastic but we have been giving you the blow by blow updates if you've been on advance every month you've seen AI develop month by month by our high performers sharing what they're doing and how good was last month for fins how good was that yeah he was on advance last month he loved fins showcase great he's coming on again later today it was insane so we've got him back alright it's been a huge success it's not going anywhere so the announcement is that as part of PE advance 2026 we are going to be launching the property entrepreneur AI bot oh yeah we have already started the process we are investing heavily in this it is going to be insane because early adopters win the race we are scraping all the data from the Facebook groups for the last few years every workshop we're transcribing every workshop we've ever done we are taking all of the Facebook community Q&A and transcribing it all our mid-week mentorings all our mid-month mentorings every single podcast is getting transcribed as we speak every template we've ever made every document is going into our PE AI brain and when that brain is finished and we launch it in October you will be able to ask that bot anything you want and it will give you an answer using our blueprints you'll get live mentoring from our collective wisdom not just Dan, Adam, Joshua, Shiv, Rachel, or Chris Hill but our collective it knows our documents so if you want to write a PDP you can tell it what needs to be in it and it can give it suggestions and it will use our format it will use our job ad it will use our my house it will use the documents that we are giving it so never is it going to be easier to develop your business using our blueprints with the power of AI it will know you because it will have a memory it will know your year of your objectives your personal your professional your target you will be able to ask it what shall I do and it will have the context of your long game and it will give you advice based on what we would say because it's learnt from us over the last number of years it will also tell you where in the vault that session was so you can go and pinpoint exactly in our huge library the session that you need to listen to ladies and gents this is going to change the game what do we think about it can we get a round of applause for this I feel like Steve Jobs announcing the iPhone right now I should have worn a black t-shirt but that's what it's like you can have a million songs in your pocket you can have all of us mentors all of our collective knowledge wisdom all Dan's deals all Dan's deals are going in there you can have it in your pocket 24 7 it's insane and we're only going to charge 6,000 pounds for it half the price of the mastermind if you're an advanced member so it's accessible to everybody this is going to change the game this is going to leverage everything what are you going to do in a 90 minute prime time now oh my days that homework that you never get finished guess what turbocharged turbocharged but it is a super event and because I want to reward all of you for joining us next year to add to this already amazing value stack of bonuses the reward bonuses for being here and for making the decision today I'm going to include the PE AI bot in the package that takes the package to over 43,000 pounds ladies and gents yeah exactly thank you that's pretty good let's get a round of applause for that please I'm only going to include those things today alright hand on heart swear on the bible that's just how it works I want to reward everybody that's in here today for being here for making the effort for being part of this amazing community so we're going to move on from that now we're going to go into what is very important because we talked about beast mode we haven't talked about best self as much I've said it's your own race at your own pace one of the bits of feedback I get from people I get so inspired this just becomes a bit much only if you let it we're here to teach you we're here to inspire you but you choose what you let in just because Chris does 20 years of beast mode you can do 20 years of best self one of my mastermind members I won't mention by name life by design is just work mornings I want to get this target but I only want to work mornings I've got to prioritise myself that's totally cool best self is just as valid as beast mode we need to understand in championship season which switch we're in we're in a world where say I don't smell the roses once for us we make a conscious choice if we're going in beast mode ideally we go into best self outside of championship season and we to understand the switch and honestly when I say this there is no better example that this lady has a million excuses why she couldn't do beast mode but this lady year on year just impresses the pants out of all of us that's why I've asked Rachel Davis to this next session let's give her

[Speaker 9] (1:13:17 - 1:13:18)

a massive round of applause please

[Rachel Davies] (1:13:30 - 1:26:41)

oh my god oh wow that was the top wasn't it my god thank you Adam very touched by that right it's championship season it's around the corner we've got four weeks and you have got two choices now haven't you two choices you can carry on as you are you can not set any intentions you can work hard you can do and achieve some things but you might not step change or you can revisit your strategic goals from January and you can go hard this summer you can do more in the next three months than most people do in 12 and you can smash your strategic goals out of the park that's the choice that you've got and in as a result of that you can step change your life or step change your business and that's what we want for you we want you to be here in September with some world-class wins to tell us about in terms of how you've had your summer and the way that we do this is through beast mode or best self and I was just thinking about this the other day I feel like the antidote sometimes to Josh and Adam because I spent most of my time on property entrepreneur being in best self mode and I'm going to talk you through some examples in a second but in the recent years I've started doing beast mode as well so let me just walk you through how I've experienced it over the years so this is me in the first year on property entrepreneur I went from tenant and financial chaos receipts in a box hired my first virtual assistant brought in a dream team systemized my business for the first six months of the year and then me and Paul bought a caravan this is it we took it on holiday we went six weeks in the summer with the children and just had the best times of our lives and that was best self for me because all I wanted in that first year was to be a better mum to be more present and to be there for my children and that's what I wanted in that first year so I left corporate behind I got rid of the 12-hour days and I became I built this leveraged business this lifestyle business so that I could spend more time with the children and replace my corporate income fast forward to 2022 we've made quite a lot of profit from the buy to lets and the HMOs so we renovated our family home I got the dream kitchen that I always wanted so we spent some of the fruits of our labor and that's what I did in 2022 and that was another best self year and then fast forward to today this spring last spring I've definitely been in beast mode I've worked evenings and weekends I've been beasting it at the gym before the school run doing those weights being Sarah Connor yeah before even the school run starts which mum do I know that's doing that only me yeah only me and my friendship group they all think I'm crazy yeah in the new business that we're launching we've built up the website we've built a score app we've doubled the team I know there's only four of us now there's four of us now there was two last year now we've got a social media hire I climbed Snowdon I'm raising funds we've built out with our own customer AI bot as well for the new business and we've been working with click funnels and doing automated sales funnels completely different to what I was doing last year but that is the beast mode that I've been in this summer and I'm doing things now that I've never done before last year it was all about spare room and selling rooms and now I'm looking at click funnels and a completely different avatar so I'm in a completely different place and that is what beast mode is doing things that make you really uncomfortable it's relentless it is exhausting you will experience burnout you will need Katie Harvey at some point I promise you you'll be laid on the sofa wondering why you're doing all of this to yourself but that's what beast mode is so if you're going to do it I highly recommend that you try and talk yourself out of it but all of the blazers in the room I imagine you're all definitely going to go into into beast mode but just make sure that it's aligned with your values I think Chris brought this up really aptly if it's not aligned with your values and your goals this year then don't go into beast mode but if this is for smashing it out of the park going hard or going home and then you've got the other option which is best self this is about the balance between work and play so is this what you need this year is it best self and Claire's done best self quite a few times what is it that you need to do relate it back to your objectives again what do you have to say no to that would disrupt the balance yeah it's really important that you understand your boundaries when you go into best self but the choice I'm giving you right now is to make one yeah don't try and do both don't think you can do beast mode for four weeks then have a break and do best self it won't work I want you to commit to one of these this summer think back to those strategic goals what is it going to be and don't try and do best self but then get really over excited about what Dan's been telling you about buying properties and then go into beast mode and then don't see your family for three months because you've been buying deals and you've been working really hard and you've ignored them that'll leave you disappointed and then disappointed so choose which one it's going to be that decision is really important because as Jim Rohn has said we all have two choices don't we we can either make a living or we can design a life and this summer what life are you going to design that's a really important question and you have to do it in one of these modes so some top tips to finish on about best self and beast mode the first one is I want you to make a contract with yourself so on page 21 of your workbooks you can write some of these questions down if you think you're going into best self mode this summer then write these down this is the contract the agreement the rules of the game for you what will be the hours you work will you be doing a four-day week like um dan like grant grant you've been doing a four-day week haven't you and you know will you be doing a three-day week like dan and josh have done so decide your hours what amount of time will be spent with the family and when will you be spending it will you be doing what david's doing on the program which is sacred sundays yeah will you be spending the whole weekend with them switching your phone off at six o'clock on a friday and not looking at it again until ten o'clock on a monday what will your mornings involve yeah miracle morning i know john on the program he's been doing miracle mornings will you be doing meditation affirmations yoga will you get be getting your steps in before the sun comes up will you be doing zen till 10 you know everything switched off focusing on you and health just until 10 o'clock in the morning so think about all of this is boundary setting isn't it a contract is boundary setting so think about the boundaries that you want to set what's non-negotiable that you will have to do and what do you absolutely 100% need to say no to yeah because we all know the things that we say yes to that really disrupts our work-life balance so what do you need to say no to are you not working past six are you going to be spending time with the kids in the evening when are you switching your phone off those are the kind of things about that contract and then with beast mode one of my best tips for this one you have to be absolutely on top of your health have you heard akash talk about the physical is the vehicle if you want to go beast mode this summer you need to be at the top of your health game whether that's steps tennis going to the gym like me in the mornings doing things like this before i take the kids to school yeah you want to be absolutely smashing it out of the park because you need the endorphins you need the strength and you need the endurance to get through it because it's hard yeah do you want to do the motivational videos in the shower like josh does you know get clean get hyped up for the day punch the wall whatever you want to do and get a treadmill under your desk to get your steps in because it's hard where you are or go out in nature and do 15 000 steps before the day starts you must be on it in in terms of doing beast mode with your health and then the next thing i need you to do is to become a productivity machine you need to be absolutely on it with your sunday sanity you need to become a planning machine yeah josh adam me we spend 60 to 90 minutes on our sunday sanity we massively level it up we know exactly what we're doing for every hour of every working day because if you know what you're doing you can beast your way through it this is absolutely how it has to be and it needs to look something like this you need you need to be tracking your metrics you need to be reflecting on the week previous how can you be even more productive than the week before you need to be reviewing toggle you need to be nailing your default diary so making sure everything's absolutely locked into your diary you need to be thinking about your task triangle remember that what are the high value activities you need to be doing what can you then delegate to out to those people in your team the medium and the low value activities that need to be done so you can just focus on what's strategic so delegate as much as possible and then for those of you who do game changes on advanced and everyone in this room you need to set some goals for the summer and then you need to track them every week yeah you need to be absolutely 100 sure on where you're up to what you're behind on what you need to focus on and every high value task that you've got needs to absolutely link back to your goals for the summer if you've got out of the practice of some of these things then you need to pull this back but spend at least 60 to 90 minutes planning your week because this is the final stretch you need to get prepped now and ready for the championship season it starts from the beginning of july tune into this podcast it's a fantastic one episode 151 will get you set up 10 things you need to do to succeed this summer most of you probably already know what you need to do yeah who here thinks they're doing beast mode hands in the air quite a few of the room who thinks they're doing best self hands in the air fantastic few of you some of you may be undecided you need to make that decision in september we want you to be able to tell us what your world-class wins have been whether it's losing 10k whether it's spending the summer with your children whether it's doing a six-figure and summer campaign whether it's buying your first property or doing the biggest deal you've ever done whatever it is everybody's summer looks different and all of them are equally important okay but all together this is what we need to commit to you need to make that decision remember it's not a chest beating exercise for the blazers in the room don't let your ego get yourself overexcited about this do what is relevant and right for you this year yeah just because the person next to you is doing beast mode doesn't mean you have to yeah but you need to make a decision we've got some homework on this on the hot in the back of the workbook there's some homework on beast mode of best self please have a look at that at some point today but just commit that's what we're asking you to do right now commit to beast mode or best self this summer and have the summer of your lives just to finish on don't forget you need to raise the stakes your brain is designed to tell you not to do things that are uncomfortable i'm telling you right now do not listen to it commit to this get uncomfortable play the game raise the stakes and absolutely smash it out of the park this summer that's what we want for all of you we're about to go to a break now but i just wanted to mention that virtual and hybrid memberships are now open if you haven't and you're thinking about taking one of those memberships on board do then you can do that in the break and we're obviously going to lunch as well just wanted to say that i do um i do virtual advanced yeah and i've done that for the last year as a mum it's worked really well for me i can do the washing i can listen to how to build a funnel and then i can pick the kids up from school it works really well for me so i can be that entrepreneur and i can still be a mom and i can still tune in to um into property entrepreneur advanced so if some of you are not sure you're on the fence about hybrid or virtual come and talk to me and i'll let you know what it's like from my experience and i think for steels for mums for those of you who are doing long distance it can work really well also just to finish on um i think the uh silent auction is up and running isn't it dan in the room adjacent here so please go into it and have a look at what's on offer on the bids and make an offer because there's some fantastic things that you can offer on in the silent auction so at some point at lunch or later go and have a look at that silent auction right we are doing some private dining we've got three tables for lunch um can i just read everybody's names out so make sure you're listening shiv's table has got janet seed pat harper david burley ian newman and mark reid yeah well maybe maybe not shiv the lucky ones are mine let's be honest tino williams steve and tom uh simon beecham robert jiggins and katie um sorry kate linstead josh has got john franks josh rapley david roberts andrew tatsfield and mandy patel okay that's who's doing private dining um it's now time for a break i'd like to get you back in the room for quarter past two so that's quarter past two we're just going to do it a bit later because we are finishing a bit later so can everyone finish that session on a really huge round of applause everyone thank you