**Super Event Session 4 01 - 2025.06.05\_Transcription**

[Speaker 6] (0:03 - 0:08)

In you get, in you get, in you get, in you get. In you get!

[Speaker 15] (0:18 - 0:19)

Come on guys, inside.

[Speaker 6] (0:31 - 0:32)

Who's on now?

[Josh Keegan] (1:10 - 1:50)

Thank you, thank you. Ladies and gentlemen, sit yourselves down please. We're going to have to do the round of applause again I think, just mainly for my ego more than anything else.

We can't have everyone else getting a good clap and not myself. Having a good day? Yeah!

Get yourselves in guys, sit yourselves down. Let's settle ourselves please. Goodness me, on time is late.

On time is late. On time is late Natalie, you heard me. I've got a microphone.

Right, sit yourselves down guys, we're going to kick off with session four, Who Liked Dan's Let-to-Leave Strategy?

[Speaker 15] (1:51 - 1:51)

Yeah!

[Josh Keegan] (1:51 - 5:21)

Yeah, very, very impressive isn't it? Who can see, well, you can see the potential can't you? All the upsides, none of the downsides.

Just feeling a bit of time really, while we let him come in if I'm really honest. Don't know what else to say. Tell you a joke?

No. No. I told one joke at Property Entrepreneur once and I got slapped.

I literally got slapped. What was the joke? No, I'm not saying.

I got literally a slap. It's like four years, there's a picture of it somewhere. It's like four years ago.

I'm not doing that. Right, sit yourselves down guys, we are going to get started. So, The Mastermind 2025.

So obviously I know you guys got big decisions to make. Hopefully you've made the decision to burn the boat, commit to another year on advance. Like it's a huge decision to make, but honestly you won't regret it.

You'll be sitting here in a year's time thinking, thank goodness I made that decision. And some of you might want to make an extra decision and that's to join the Mastermind or the board. Now, I, a year ago, were in this boat and Adam was asking me to commit to a Mastermind, like host my own Mastermind.

I was genuinely in a position where I wasn't sure if I was going to do it. So I made him beg. And that was amazing.

That's probably the highlight of the Mastermind. Seeing Adam beg me to do a Mastermind for Property Entrepreneur. And I committed to doing it.

I actually made the commitment to actually step down from the board to host the Mastermind and take my own team of people on their journey. And honestly, I wasn't sure about how it would be and how it would all go, but it's been the most fulfilling journey ever. I started Property Entrepreneur seven or eight years ago, or maybe longer than that, nine, ten years ago.

And to be able to see people in a similar boat where I was three, four, five, seven years ago, back and then help them on their journey has been amazing. You've got someone like Katie. How awesome is Katie?

She's mind-blowing. Quitting her job within about two or three months just because we told her to. And she had the community to actually do it.

You've got someone like Stephen Calgo, who from nothing has launched a business, built his profile, launched a podcast, and all that stuff. Natalie's doing her passion project, launching her own podcast as well. Who else have we got on there?

We've got... There's too much to mention. It's amazing.

Rob. Is Rob in the room? Rob is on 1,000 miles an hour.

He's scaling a software tech app, doing £10 million worth of payments at the moment. It's just absolutely next level. Chris McDermott.

Chris basically has completed his financial fortunes and went travelling for a month with his family. It's incredible. And I'm not trying to suggest for one moment that it's my impact.

It's what it is. I'm not trying to suggest that. What it is is that group, and that group's a safety net.

And because people are in that group, you know they've got your back. You can make these big decisions, and you've got a support network around you to back that decision. And you've also got people in that group inspiring you to do more, and think bigger, and do bigger things.

So if you're thinking about this next year, I strongly recommend really considering it if you really want to go the distance. If you want to be in that environment where you feel safe, you feel comfortable, but also you can do big things, and you can go the distance, make sure you think about applying for a mastermind. And of course if there's a choice between mine or Adam's mastermind, it's quite clear which one you should probably go for.

Right. Get up and get back. We're now going to do an update on Get Up and Get Back, and I'm going to welcome the man himself to the stage, Mr. Karma Credits, Mr. Dan Norman! Thank you! Thank you, mate.

[Daniel Hill] (5:21 - 10:58)

Thanks so much, Josh. Wow! What an incredible room.

First of all, an enormous, enormous thank you to everyone who's done anything. Whether they've participated, they've donated, they've supported, Get Up and Get Back 2025 has been huge. Give yourselves a huge round of applause!

We have to remember our three charities, because I'm going to reveal to you right now, we've already hit £84,000 in donations. Which is incredible. But we're not finished when we're close.

We're finished when it's done. And for that reason, I need to tell you a little bit of a way that you too can contribute, but also get some benefits. Because we've got a little bit of a silent auction outside.

And I'm not an IFA, I'm not a financial advisor, but I would suggest if you have a limited company, this is a donation. So therefore, you can get, am I correct, either 20 or 25% back against corp tax on any donations for charitable activities. Yes?

Fabulous, good. Okay. So a very quick run through of what we've got in the silent auction, how it works.

Very simply, you go outside, you go into the breakout room, and you jot down a bid that beats the person in front of you. That's why it's silent, not 1,000, 1,100, 1,200, 1,300. You write down the bid.

Just make sure you beat the person in front of you. The lots are very simply, we have, Dan has put his Rolls Royce in, a five hour trip in the Rolls Royce to the destination of your choice. We have a blueprint, but we've all done the blueprint, but one of your team might not have.

And we have a lady in this room who went on the blueprint four years ago and has not only won the strategy day, but also property entrepreneur in 2022, I think it was. So that's powerful. Why not put one of your team on it?

Don't think about yourself, think about your team. You can get four and a half hours with me. The reason for that is I've done 86 projects between 100,000 pound and 1.6 million in GDV, a third of a million nights in supported accommodation, I've been a SAS trustee for 12 years, and an underwriter's crowd property. So you can pick my brains on anything you wish to about that level of business. Akash, where's Akash? He's very kindly thrown in the black box.

You are all gonna die. You can make it as easy or as difficult as you like for your family. Akash can help you out.

We have, I think, pound for pound, Susie Carter's Commercial Property Academy is by far the best training ever, and that's up against some stiff competition in this room. Susie's absolutely epic. We have an interior layout review from Suzanne Elsie.

So if you need your interiors sorted, I know nothing about that, be on this prize. We have an offer for the developers amongst us, the off-market site-finding masterclass from Dave Bailey. He's refined the system.

We all know that sites get great planning gain. Get yourself offered on that, that'll give you a huge amount of uplift. It's 500 quid.

You might get it cheaper, and it's gonna get your corp tax off as well. Guillaume, thank you so much, as always, for putting in property filter. Everyone knows property filter, everyone knows the power of it.

You can get the annual membership. RRP's 1,500 quid. You might get a whole bunch cheaper.

I've stayed here. Christine Herkov has very kindly donated her villa in Miaz. It's 40 minutes outside of Malaga.

Sorry, 25. 20 minutes to Portobonus in Marbella. The sun tracks over the swimming pool, east to west.

It's incredible. It sleeps 10 people. If you haven't got nine friends to go with you, I will be one of them.

Get bidding, ladies and gents. We've heard from you already. You get a three-month mentoring.

The RRP on it is only 1,000 pound from Katie Harvey. Fabulous, fabulous prize. We've also got a very, very capable, very qualified Gillian Anderson in the room, so you can go on a wealth dynamics debrief with her.

That will enable you to find out what your partner does not like about you. Okay, get bidding on that. We've got, if you're not so relaxed, you want go, go, go, go, go, go, go.

Grant has put in his carnival six-week mentoring. You can bid on that. A fabulous person to learn off if it's all about going into beast mode this year.

Some very special prizes, and I must say an enormous thank you to Neil Gallagher and Sarah Gallagher. They're involved in the music industry. They've got not only four Olly Murs tickets, but with meet and greet.

So it's not only VIP. You get to spend a few minutes with Olly. You get to get some photos.

Ah, but I'm not an Olly Murs fan. Well, you might know someone who is. What a hell of a birthday present.

What an incredible gift to give to someone who enjoys that. They've got blue as the backup. I mean, they just had so many bangers.

Didn't they have like five number ones? If that hits the reserve of 500 quid, Neil's going to gift match it as well. What a donation.

Huge round of applause for Neil. Bunch of different dates there. And finally, this is a bit more lively to say the least.

The Support Act is example. JLS, the main stage. Again, it's tickets with meet and greet.

We must say a huge thank you to Crowd Property as our headline sponsors, and also the Platinum sponsors. Oliver Oatley, the protection advisor. I don't think there's an insurance advisor in this room.

There's not, is there? Olly is going to be at the barbecue later on. All these people basically sponsored 1,500 quid.

That all goes to the charities. Oliver Oatley, Property Filter, thank you so much as always. RPM, I've mentioned that.

Dacia roof windows. They are an offshot of V-Lux, so you get the same quality, but a much, much, much better price. They're going to be at the barbecue and the firework later on.

And Bobble UK, the nation's largest nightclub promoter. I'm already out of time, but I've got a minute to show you what's happened in the last five months.

[Speaker 14] (11:21 - 11:28)

What we need is more heroes. We need people learning CPR and defibrillation skills to be that life-saving first point of contact.

[Daniel Hill] (11:49 - 17:06)

I don't know how we could cram all those experiences of the people who participated into 58 seconds, but we did it. There's something we do each year on Get Up, Give Back, which I think is the actual highlight, and that's not doing away from the people who participated and sacrificed and so forth throughout the environment, and that is the Get Up, Give Back VIP awards. They're two very, very special awards, sadly, for people who are no longer part of this community.

They're no longer with us. The two awards, number one is for Trevor Hill for exceeding all expectations of participation. Trevor, as a 60-plus-year-old man, decided that he was going to do a million steps in a month.

40,000 steps a day he committed to and smashed it out of the park when we did our 100-million-step challenge. He wanted to get it done in a month. The Dan Travis Award is for people who are sadly facing adversity.

Now, Dan didn't overcome that adversity, but we honour him and we respect him by giving an award for someone who has. I would like you to all welcome the CEO, the Chairman, the Founder of Property Entrepreneur to give out these prizes. Please give a huge round of applause for Mr. Daniel Hill!

First up, the Trevor Hill Award. So, I don't know how to say more than that. Trevor was an inspiration to a lot of us.

I mean, that's pretty good going, isn't it? 20 miles a day for a month. And there's someone who has exceeded all our expectations.

They've promoted, they've pushed, they've supported, they've led a team, they've brought people on board, they've absolutely smashed the fundraising. This year's Trevor Hill Award goes to Mr. Steve Hammond! I love the fact you're representing last year as well, and everyone else who did cardio versus cancer.

That's huge. Next award. Oh, there we go.

Next award, the Dan Travis Award, is something that, like I say, it's for going into a situation which is adverse and difficult and challenging. And sadly, we didn't get the opportunity to honour this person last year because they did something truly, truly, truly stupid. And we respect them for that.

Ladies and gentlemen, I can't give you anything more than this, but he walked up Snowdon carrying a man on his back, Mr. Tom Dyer! But Tom's story sadly doesn't end there. Can everyone get their phone out straight away?

Get your phone out right now because I'm five minutes over. Adam's going to absolutely kill me. Get your phones out right now because what you need to do is take this QR code because Tom thought that wasn't enough.

So this Saturday, 19th of July, he's walking up Snowdon with two people. QR code that. Everyone in this room can give at least £5, £10, £20.

It might not be on a yoke, but his mission on the 19th of July is to carry two people up Snowdon in the same day. Absolute brute. Hats off to you, Tom.

And you know what? I think he's going to do it. So please, donate now.

Let's push that £84,000 up and over so tonight we celebrate with the charities with well over £100,000 in the can. Ladies and gentlemen, thank you so, so very much. Everyone got that?

We good? It's got to be worth £20, £50, hasn't it, really? Come on, guys.

A tonne if you're feeling generous. It's PE. We're not on a one-pound rent-to-rent course, for God's sakes.

Plenty more to come. We'll see you. If you've got a ticket, six o'clock.

The Warwicks, the suite. The grand finale, the barbecue. In the meantime, it gives me huge pleasure to welcome on stage someone who was with Advanced last month.

He showed us the secrets of AI. Now he's going to be talking about how to supercharge your marketing through AI. Please give a huge round of applause for Mr Finn Mowat.

[Finn Mowat] (17:14 - 31:52)

Thank you, Dan. Hello, everyone. I know we've heard a bit about AI already from Chris earlier, but I want to show you how I've been using AI in marketing and give you some ideas about how you can utilize it to make the most of this amazing technology that we've got today.

How can we utilize AI for marketing? Well, we can create these really powerful personalized funnels at scale. Imagine that you had an employee for every single lead that came into your business that worked 24-7 hours a day to make sure that lead gets converted into a sale.

This is the kind of power that we've got with AI, and we're just starting to see how powerful this can actually be. You get immediate, natural engagement. This stuff is like a person is talking to your lead for you, and it's only going to get better where we can have these natural conversations that are done for you.

We can create AI-generated content that speaks to people really well, and all these other ways that we can make these really natural processes of people to make the sales so much easier. And it can be data-driven by optimization. This means that if you've got a lead that is talking to your AI or that has filled in some forms for you, you can get an almost immediate profile of that person.

You can go out and you can find what their social media profiles look like, what they're kind of into, what they're not into, how you're going to talk to them, what kind of stuff, where they're at with their business. You get all this information in one profile straight away, and it makes the sales process a whole lot easier. So I'm going to run through a bit about where we're at with AI.

I did this on Advance last month, but I want to show this to everyone else as well. So I've broken down what I think we're at, where I think we're at with AI right now into these four stages. I think we've been through stage one, which is full of generous AI.

This is when ChatGVT came out, Gemini, Grok, that kind of thing. You know, they're really great. You give them input, they give an output, but they can't do much more else than that.

Next, we've got these kind of AI assistants now, which can go out, and they can plug into your, whether it's your emails or your documents or anything. They can give suggestions. They can work off stuff that you're already doing, but it's more about changes and suggestions than anything like that.

And we're kind of heading towards these AI agents that can do everything for you. It already knows how to do everything. It can plug into your services straight away very easily, and this allows you, this can allow you to tell it to do anything, and it kind of goes out and does it all for you straight away.

But I think we're in this third stage right now, which is quite underutilized by people, and that's this agentic workflow stage. Now, agentic workflows are these things where you can basically tell, you can plan out a work process and plug an AI into there. So you think of it as like an employee that has one specific job.

You tell the employee what to do and how to do it, and then it can go out there and adapt it to any situation, any user, any input that it's given, and use AI to create these really natural responses rather than, for example, if you've got, when someone signs up to your newsletter, they get a welcome email, and normally that email would be a set email that goes out to every single person. It might change the name, but that's it. But imagine if every single person that signed up got a different email suited to them, personalized to them, so they're already engaged a lot more straight away.

So that's kind of what we're looking at here, and that's what I think is very underutilized, because it's a bit more work, not that user-friendly yet, but it is so, so powerful. For people that don't know what an AI agent is, this is kind of the workflow. It gets an input from somewhere, whether it's a user or a service or something like that.

It then goes into this kind of brain that can then use different tools, and this is a really powerful part of AI agents, and this is what takes ChatGPT and these other programs to the next level, is that they can work with your documents already. They can work with what you've got in your business. They can go into the internet and search things.

They can plug into your emails, all of that stuff, and produce this really personalized output using these tools, and that's the really powerful part. So how can we turn this into a funnel? Well, I've laid out an example funnel here of how you could use AI for marketing.

So the first one is create the content. Like Chris was saying, it's becoming so easy, especially in the next six months or so, to use so many powerful tools to create these AI videos or AI images or stuff that are linked to your business already, so they can use your branding, you can use your style, and they can create really targeted content that you can put out on social media and such to advertise for yourself, and you can do it very quickly, and I'm going to show you a very quick example that I made earlier. You can then capture the leads in a single form.

You just ask them to give you a bit of information about themselves, so you can start to build that profile on them. And then you get the AI to do its work a bit, so it creates a profile for the user, and this means, again, that you've got all their information, you know how they communicate, you've got so much potential, you're just collecting all this data, and you can use what's already on the internet as well. You can then write them a personalized message instantly, a welcome message, a I think this product's great for you message, anything like that, and then you can deliver it via WhatsApp or something, something where everyone's using it already, it's not this kind of random website that an AI company sold you, and then the AI can follow up for you, you can automate the whole sales process, and it can all be very AI-driven. Some of the tools that I've been using then to do this, so SEMrush, really great tool for automating SEO, so basically making sure that your website and your blog posts or whatever it is, your social media appears high on search engines, and it can also do some content creation based on that to create content that's going to appear high up for you. Ad Creative AI, again, generate really good ad content that automatic videos that you put on social media and such.

Otterly, this one I think is really powerful, and I think a lot of people need to look into. Like we were saying earlier, what Chris was saying earlier, is that more and more searches are being done without actually going to websites. People are getting these AI overviews, or they're going straight to ChatGBT, you really need to make sure that your business and your brands appears on those AI searches, so you need to go use Otterly or some other tool for that.

And then just use ChatGBT, that's the most easy one to access. You can create really great content from it, really great ideas, brainstorm. I use it probably, I create 30 different conversations with AI every single day just to bounce ideas and learn and such.

And so I'm going to do a quick demo in a second, and I'm going to be using the same tool that I showed about last time, but for those of you that weren't there, there's a tool called NA10 that I've really liked using recently. And it's a little bit more advanced than something like ChatGBT, but it's really powerful in that you can create these advanced workflows with AI, like I was saying, these kind of agentic workflows where you can map out a process, and it will add AI into that and do it for you just like an employee would. It's a very visual node graph builder, it's kind of a bit drag and drop, and the most powerful part is that it can plug in to so many different aspects of your life.

It's got over 400 integrations, it's got loads of templates that people have already made online. It's a really powerful tool, and I'm going to show you a bit about what you can do with that right now. So if you can go onto the laptop, please.

Right, brilliant. So this is the NA10 work homepage, and you can see here, if I scroll down a bit, that basically, you can create these really powerful workflows, a bit like a flow chart, if you can imagine it like that, where you can basically map out an entire process. So whether this is a system to create a tenant chat bot that talks to your tenants for you, or something that organizes your calendar for you so that AI can access your Google Calendar or plug into your Asana or something like that, you basically create these really powerful workflows.

And I'm going to show you one of them that I've made for marketing right now, which is a simple process that takes an input from a Google Form or an Instagram advert or something like that, then basically sends a message to the user, so you can see here. So I filled in this form earlier, and I immediately got a message personalized to me saying, hey Finn, thanks for tapping my Instagram ads. I saw you said your biggest challenge is starting my new business.

I'd love to see if I can get rid of this. So I've got this personal message ready, and this could be at the start of the sales process. I think this is probably best for if you've, say, got 99 pound products that you're trying to sell online.

You can also make these Instagram adverts to go out there. People fill in this quick form. They don't have to sign up for anything, no sales process or anything, but then they get plugged straight into this where they get a WhatsApp message, and you've put them into the sales environment already without them thinking that they're in there.

And this then goes on to this other workflow here. So very briefly, if I wanted to send the WhatsApp number a message back, basically, so it was asking how, what challenge I've got right now for business. This is a coaching product.

Then it's going to feed that to this AI agent, whatever I put back, and then it can go in. It uses ChatGPC to figure out what to say, but ChatGPC has access to all these tools. So it's got access to a Google Sheets document which will have the lead details on it, which it's got what I put in on the form very briefly, what my phone number is, email address, all of that stuff.

It's got an access to a sales guise. So this is a sales document that I created, about 10 pages, where the AI can then go and use my own sales process that I set up for my business that knows you can create it using ChatGPC or something, so it can take what it actually knows you might do and know how to respond to users, how to create a sale. It's got access to my products, so all my products I can change in a spreadsheet quite easily, the prices, what they're for, what they can do.

And it's also got access to my email, so I can send out an email at the end to the user if they sign up or if they need to follow up or something like that. And then it will send whatever I put in there as a WhatsApp message back. So this is just really powerful for automating the sales process in a really natural way.

So I can say, hi, Finn, because you could set this up to say that it would appear that it's me talking to the user, so the user would actually know it's an AI. I am having a lot of struggle with starting an AI business. And then it will go into the AI, it will work out what to say next, and then it will send me a message back saying, thanks so much for doing that with me.

Starting an AI business can be a really hard challenge, Finn, especially when you're just getting started. And I'm basically thrown into this conversation where I'm thinking that I'm talking to a human or an actual person, and I'm getting these messages back. And you could set this up so it could say, send the message back 10 minutes later, so it's a bit more natural and you don't think that a human can't type that quickly.

And it's basically going to guide me through this whole sales process. But I can keep on talking to this chatbot, and it's going to build a profile on me, it's going to store it in its memory so that it knows what we've talked about in the past, and it can then figure out what product from my product sheet is best suited to whatever my challenge is. So say it might recommend to me a six-week program for $4.99 that's online, and it will send it in automatic form. And it will basically work hard and talk like a natural salesman would, but in a really natural way, however you want it to do, until it makes that sale. And then when it's finally convinced me to buy a product, it can then go and send me an email with a sign-up link. I can sign it up, and suddenly I've got a client which I've not talked to at all, but I've sold onto a 500-quiz product that then I can create a website for.

So literally five minutes before I walked up on stage, I created this quick website in an app called Lovable. It basically types in a quick prompt. It says, I want to create a landing page for my coaching website, and it creates this whole website that I can send my clients to after that.

It's then sign up and go and sign up onto my course. Like I said, I created a... I got AI.

I went outside earlier to film a quick video, and I got AI to create a quick ad reel that I can put into Instagram. And basically, you can automate your whole sales process and put these natural language processes, these chat GPC-like things, into them to create all these sales naturally and really quickly. I know I've rushed through things a quick bit there, but I just wanted to show you some of the examples of what I've been doing with AI and how powerful it can be for marketing.

So does anyone have any quick questions before we move on? Yeah, can we get a microphone down here? Oh, I've got one here.

[Speaker 12] (31:56 - 32:03)

Hi, Finn. Thanks for that. Could you go through some of the costs of some of the AIs that you're using?

Yeah.

[Finn Mowat] (32:05 - 32:58)

So, NA10. I think the cost is probably about £50 a month, but you get a lot of uses out of that. They all tend to be about £30 a month.

I'm seeing that's kind of the current trend for these services so far. One of the reasons why I like NA10, which is a bit more advanced, is because I can host it on my own servers. So I could rent a server for 50 quid a month and host a bunch of different AI products on it myself, and it will use that compute power to do it for me.

But, yeah, I think, yeah, you tend to be looking at about £30 to £50 a month now, and you can buy extra credits on top of that to, yeah, actually use the AIs. Okay, thank you. Another question, please.

Hi.

[Speaker 9] (32:58 - 33:09)

Sorry, I'm back. Could you, like, where do you even begin to learn how to do all this stuff? Like, I just, yeah, exactly.

[Speaker 11] (33:10 - 33:10)

I'm looking at this.

[Speaker 9] (33:10 - 33:17)

I'm really excited about all the things I could potentially go away and do now, but I just don't even know where to start.

[Finn Mowat] (33:18 - 34:49)

Yeah, so I think we've, yeah. So you've got access to AI already with ChatGPC. That's a really great place to start, and I created a lot of these workflows using ChatGPC.

So I typed into ChatGPC, I want to create this workflow that does this, and it will take me through it step-by-step of how to do it. And if you get the AI to walk you through it at first, then you kind of start to pick it up and you can start to do more and more by yourself. But I think a lot of these products we're seeing more and more, they need to be really user-friendly.

These companies are creating these bespoke products that you probably see a lot online, and it's kind of a race to the bottom to make it as easy to use as possible. And so I think start by, yeah, talking to AI. There's lots of YouTube videos online, for example, as well.

That's another great way to learn. And I think it's just practice. Start basic and just try and incorporate it into your everyday a little bit more and more and more, and you'll start to figure out how to do prompts correctly, how to use different tools, et cetera, et cetera, kind of quicker than I think we realize.

Okay, yeah, no worries. Well, I hope you got some value out of that. I hope if you want to ask any questions, I'm in the Facebook groups.

Please do ask, and, yeah, I hope you learned something or got some value. So thank you. So to the rest of the stage, Dan Hill.

[Speaker 5] (35:00 - 37:11)

Amazing? Yeah. We want some of that in our business?

Yeah. Do we want someone else to do it for us? Yeah.

Yes, we do. Ideally somebody under the age of about 25, I think. That seems to be where this all comes together, get somebody else to do it for you, but however you do it, don't miss out.

So for one of the last sessions of today, I want to give you everything you need to walk away with. So our objective as a company has been for the last 13 years to blueprint really complicated things, make them sound easy, break them down, and it really is step by step. Hopefully nothing you've heard today blew your brain too much.

It really is a process of following that. However, we do appreciate the reality is when you go home, the actual journey to success, whilst we'd like to think it's like this, is absolutely more like a roller coaster. Every day is a new battle.

Every opportunity has a new challenge, and it's actually the grind and the graft of getting through those that gets us to where we get to. So I'm going to bring some very special guests on the stage for one of the last sessions of this championship season's super event to show you how they did and how you can avoid some of the challenges and overcome the pitfalls. These people were all sitting at some point where you are now.

They've done exactly what you're going to leave today's event and go and do next, and they are now exactly where you want to be. Ladies and gentlemen, for one of the last sessions of the day, can you please give me the biggest round of applause welcome to your seven-figure net worth, walk the talk, award-winning property entrepreneurs, your favourites, your mentors. Can we please give them a huge round of applause, ladies and gentlemen?

Hello. OK, so they're all here. We're all good?

This is weird.

[Josh Keegan] (37:11 - 37:12)

Sharing the stage.

[Speaker 5] (37:13 - 37:37)

This is what their interview looked like. These guys will go up to where you guys want to get to. They've been through the challenges, the trials and tribulations.

There's nothing that you're going to experience that they haven't already experienced. What I'm going to try and do is get that out of them so you can take those soundbites away and put them into practice. So to kick things off, just give everyone just a headline.

Before PE, after PE, where did you start? Where are you now?

[Adam Goff] (37:41 - 38:18)

Ladies first. Ladies first, Adam. How are you doing?

When I started Procter & Gamble, I was a busy fool. I'd been in business for 15 years, but my net worth hadn't increased. I'd had some success, some fame, some newspaper articles, everyone thought I was the man, but actually I wasn't really increasing my net worth, so I was spinning a lot of plates and not really getting anywhere.

Where I am now is I made the business make money. I went an inch wild and a mile deep, completed my financial fortress, sold the company, changed tax jurisdictions, playing that game, lived my life by design, ticked off my bucket list. You guys know the rest.

Excellent. Rachel.

[Speaker 7] (38:19 - 39:16)

When I started, I didn't have a stable cash flow. I'd just left corporate, if you remember. We had lots of tenant and financial chaos.

Came on the blueprint, literally didn't even want to be here. Still here now. We had just started our HMO journey at that point, so that's where we were at.

We had no stable cash flow at the time. Where I am now, we've got a figure net wealth through our property that we've built up over that time. We did start that journey before PE, but we really made a difference when we came onto the programme.

Now, the present mum that I've always wanted to be for the last five years, I've swapped corporate life and the treadmill for what I've got now. Actually, when I look back and think about the time I've spent with my children over the last five years, it's amazing. I've got a dream kitchen.

That's one thing I really wanted. Really wanted that kitchen. Got that.

Life's quite different now.

[Speaker 8] (39:16 - 40:06)

Congratulations. Chris? Before Property Entrepreneur, I had no properties, first of all.

I was working seven days a week in the business, in the business being a key part of that. I was just flat out all day, every day. In terms of where I am now, at the time before Property Entrepreneur, I've probably increased my net worth by about £50,000 a year, but I wasn't tracking net wealth then.

It wasn't something I was properly tuned into. Then moving forward, my net wealth last year increased by over £500,000. I now have a seven-figure property portfolio and a complete market financial fortress.

I have fun running the business now. I'm very much working on it. I get to choose how much I work and also where from.

I've got a lot of freedom, which I never had before.

[Josh Keegan] (40:07 - 40:40)

Good man. Josh? When I started Property Entrepreneur, I was actually an employee.

I was an accountant, earning about £30,000 per year, working full-time. I was an entrepreneur, never bought a property, never done anything. Now fast forward, started and scaled businesses, sold businesses, completed my seven-figure net worth, got the financial fortress up and running, built my dream home, started a family.

We've got options. It's incredible. I feel very fortunate to have got where I've got to.

And published author. Published author, yeah.

[Adam Goff] (40:41 - 40:42)

Small profit, big business.

[Speaker 7] (40:46 - 40:48)

I'm never going to get forgiven for that one.

[Speaker 5] (40:48 - 40:51)

I thought it was a good idea, sitting them all next to each other. I'm starting to think it's probably not.

[Speaker 6] (40:52 - 41:28)

When I started, we were sourcing a couple of deals a year for three grand, like everyone else. We were a headless chicken all day, every day, grinding, grinding, trying to figure out how to make money out of this thing. And where I am now is I have all the freedom.

I have money to do whatever I want to do whenever I want to do it. And just living a great life, thinking about moving to Dubai, thinking about taking one of the pages from Adam's book. I've got my financial fortress sorted through a portfolio of nice, simple, easy, single-let properties, none of this HMO stuff.

Just living the dream.

[Speaker 5] (41:28 - 41:53)

Congratulations. And that's obviously why these guys are where they are now, but they started off where you are. And there's going to be these penny drops along the way.

You guys have made your millions. You've all got seven-figure net worth. People in the audience are either not there yet or they're looking at going to the next step.

On your journey, what was that one penny dropper, game-changer, mindset shift around the process, wealth creation, that actually got you there? Rachel, do you want to go first?

[Speaker 7] (41:53 - 42:31)

Yeah. For me, obviously, I'm sure lots of you realise right now that property isn't passive. It's not really easy.

And I think one of the penny drop moments I've had is that systemising is the thing that sets you free. And it actually is a lot harder than it sounds. I spent years systemising and getting my business to a point where I don't need to do very much in it.

My HMO business, it's just a lifestyle business. It's not massive. It makes 60K profit.

All I have to do is do half a day's work. But that's what I was earning doing 12-hour days in corporate. So even though you don't have to...

Some of the people on the stage are doing really big things, I'm not doing massive things. I just wanted to be a better parent and earn money in a smarter way.

[Speaker 5] (42:31 - 42:31)

Absolutely.

[Speaker 7] (42:31 - 42:32)

That's exactly what I've done.

[Speaker 5] (42:32 - 42:45)

Yeah, well done. And that's the thing. If you're out there running around hard trying to make money, that's not a business.

That's a job. It's not until you've got team and systems you've actually got a company. Where did it change for you, Adam?

What was that penny dropper that other people could take wisdom from?

[Adam Goff] (42:45 - 43:29)

I think the trying to chase two rabbits, catch none. I think understanding my numbers and the sweet spot in a business. Thinking that I need to do more.

When I first met Dan, I was like, I need to get into development. I need to do this. I need to do this.

I need to grow the business three times. And it was like, actually, if I understand my numbers and get financial clarity where my sweet spot is, we actually shrank the business and made 40% more. I was like, actually, the goal is profit.

And it was such a penny dropping moment because how many of us are sick of our businesses? We've fallen out of love with them. We're like, I want to get rid of it.

I want out. It sucks. Their business is way better.

I was like, the grass is greenest where you water it most. You said to me, you're already sat on a mountain of value. Just tweak the engine and it will kick off a different result.

And it did.

[Speaker 5] (43:29 - 43:40)

I fixed it and it elevated me. Yeah, that big trap. The aim is not to fly five kites around the garden.

It's to get one rocket into orbit. That's all you need to do. But as entrepreneurs, we don't do that.

[Speaker 8] (43:41 - 44:10)

Chris? So mine was a mindset shift that was the sort of biggest game changer for me. So I knew, probably like most of us, exactly where I wanted to go.

And I knew why I wanted to go there. I had huge reasons. But I sort of had blockages.

And the mindset shift for me was, I'll do whatever it takes. And that was the mindset I approached everything with. Whether that was early morning, late at night.

So it was things like entrepreneur, learn what I needed to, and just do whatever it took.

[Speaker 5] (44:11 - 44:19)

Absolutely. And everyone in the audience is hopefully getting inspired today and giving you what you need. All you have to do is turn up and do it and the outcome's inevitable.

But it won't work unless you guys work. Josh?

[Josh Keegan] (44:20 - 45:11)

Yeah, biggest decision or game changer for me without a doubt was, a decision I definitely would have made without being around people in this environment was selling the first business. And it's one of those things, the reason why it's such a big thing, there's two reasons. The first is, it does create like a windfall of wealth.

Like a big chunk of cash that you wouldn't necessarily have. You can milk a cow forever, you can kill it once. And you can use that cash to pay off debt and complete your financial fortress.

But the other element that gave me is just the perspective on what a business actually is. And like when you go through the foot, the whole journey of starting, systemising, scaling it and selling it, it makes sense. It's a story.

And I think you think that you're gonna love this thing forever. In reality, you wanna make the most out of it. There's a great time to sell and we should all be building to sell when you've gone on that journey.

I think you just see business like totally differently. And now the way I'm scaling Ultimate FD is just like, just totally different to what I did in my first one.

[Speaker 5] (45:11 - 45:22)

We were on a boat on one of the board retreats and Josh sort of like bowled up to Adam like a world chuff of himself and said, oh, we just had record year. We're making X amount of profit. And Adam just turned around.

Do you remember how Adam turned around?

[Josh Keegan] (45:22 - 45:23)

Yeah, he went, when are you gonna sell it then?

[Speaker 5] (45:23 - 45:29)

He goes, so when are you gonna sell it then? And Josh was like, what? He's like, I finally got to where I wanna get to.

You've got to sell on the way up and not on the way down. Yeah.

[Speaker 6] (45:29 - 45:40)

Shiv? I think my penny drop moment was really, and it took me a long time to get it, to understand that. You're not the quickest, are you?

Eight years on the board, you know.

[Speaker 5] (45:40 - 45:41)

Yeah, it was. It was.

[Speaker 6] (45:43 - 46:14)

It's the fact that the team are gonna build your business for you. And it took me, and you guys all know, like it took me so long to realize that, you know, your team's an investment, not a cost. And I was always trying to like get the cost down because I thought that's my job as an entrepreneur is to make profit.

The way you make profit is by getting the cost down. But I realized that's not the way you make profit. Now the mindset has flipped to say, actually the way you make profit is by increasing the top line so much that these guys can get paid.

You always say, pay your team as much as you possibly can. 100%. And in fact, what did I say to you on the board group?

I said to you, our sales guy's gonna make 15 grand this month.

[Speaker 5] (46:15 - 46:22)

Yeah, with an exploding head emoji. And she's saying, I can't believe I'm gonna pay someone 15 grand for a month's work. I was like, you need to get five people that you're paying 15 grand a month.

[Speaker 6] (46:22 - 46:30)

And he's only working a month. He's working two days a week for a month, yeah? So, you know, he's working very little hours.

But your job's going. It's good mindset shift.

[Speaker 5] (46:30 - 46:47)

100%. Your team are an investment, not an expense. When you understand that, the game will change.

Everyone who's gonna leave this room is gonna go away and put this stuff into practice. And they're gonna hit these big challenges to try and help them, one, avoid the challenge. And if they still fall down the hole, get out of there.

What's the biggest challenge you've had to get here? And what's the way you overcame it?

[Speaker 7] (46:48 - 47:38)

I think for me, I speak to the mothers in the room. I think the biggest challenge I've had and still do have is that I have much less time than other entrepreneurs out there. And I do mean men, by the way.

Much less time and sometimes much less confidence because when you've got a young family, your time is so divided. And it's important that you do spend the time with your children and invest in them as well because they're an even greater investment in your team. And it's hard to watch other people go into a place that you actually want to go at but you can't.

I think that's a really big challenge. And the solution there, I think, is just to align your goals with motherhood and be okay with that. I think Josh says this a lot.

It's a marathon, not a sprint. And I think that's so true. You just need to be okay.

You will get where you want to be. It may take a while, it may take you a little bit longer because you're looking after children but you will get there.

[Adam Goff] (47:39 - 48:56)

Very well said. Adam, I think my biggest challenge was during COVID. I went from making 40 grand a month doing half a day a week to losing 60 grand a month and potentially losing a business that was worth multiple seven figures.

It really affected my ego. My whole ego was tied into that business. I was depressed.

I was in a really bad place. And it was pretty dark, to be honest. It was very, very dark.

We burnt through 500K in cash in less than a year, obviously. Luckily, I had it because I'd learnt my lessons. How I overcame it was being part of this group.

I had other people I could talk to. I had Dan. I had other people that went.

I got advice from people who would help me if I was going to go into liquidation and what would happen. I got some fantastic professional advice. And I got clarity.

And I realised, I let go of the business. I already accepted that I'd lost it. I accepted that it had gone.

And then I was able to actually, I was no longer debilitated. I was able to take action to fix it. So it was like a whole journey I had to go on of self-realisation.

And then I obviously put it to work. And Dan's model of, we're coming out of this. It's going to be all right.

Just hang in there. Gave me something to hang my hat on. And we did.

I got through it, thanks to the people around me. Very lonely. Very isolating.

Congratulations.

[Speaker 8] (48:58 - 49:50)

So my biggest challenge was effective delegation. So at one point, I had a team of full-time sort of team members in an office of 20 people. Which sounds great, but if they're not all working in the right direction, that's actually horrendous.

And the reality was, I was making the decisions still. And everything was on me. And I was pushing every department forward.

And how I overcame it was, first was Josh's insight in having a business model that could hire good people and still have margins. I didn't have the best people. And then also, making sure I then had things like people to people, and a number of the other blueprints.

So now there's team members. There's 13 in total, so a lot less. But the speed in which we're moving is 20 times quicker because they own their departments, they push it forward and care ultimately about that more than I do, which is amazing.

[Speaker 5] (49:50 - 49:57)

And that's the huge thing we talk about on the board. It's like the best people on the best packages will give you the best results. It's just the outcome's inevitable.

You just got to switch that mindset.

[Josh Keegan] (49:58 - 51:29)

Josh? Yeah, mine was probably about 2018. And bearing in mind, this was like two years before, within three years, three years before we actually exited this business.

But I still remember we had a flat, and I remember the bedroom vividly for not the right reasons in that I always remember that was the time where things had gone wrong. And I was waking up in that bed, literally one of them in cold sweats, shaking, panicking, dripping in sweat, just terrified because that was a time where we basically realized that more revenue doesn't mean more profit. We scaled the company.

We'd done the growth. But actually, we owed HMRC about 100 grand. We totally got the numbers wrong.

And basically, at that time as well, team members weren't performing. Sales just fell off. And it was just like, oh my God, what are we going to do?

And I remember it being the most stressful time I've ever experienced. But I realized that's part of being an entrepreneur because you don't have that experience if you have a job. If you're doing the work yourself, you don't have it.

But if you have a team of people, that's where it gets tough and you've got to see what you're made of. Honestly, what made that okay was following the blueprints that we teach you guys, but also just being around other people. And when you actually speak to other people in this room and you're in that scenario, most people will go, oh yeah, I've been there.

That's the mark of being an entrepreneur. Every business goes through this. Every entrepreneur goes through this at some point in their career.

So being in an environment like this, just being on the board, it normalized that for me and made it like, yeah, this is a normal thing. It's hard. You just got to push through and get there.

I honestly don't think I would have without that support.

[Speaker 5] (51:29 - 51:36)

Half of the board and half of the masterminds is coaching and the other half is counselling. Trying to peel people off the walls. Shiv?

[Speaker 6] (51:37 - 52:30)

Our biggest challenge was in 2018 where we'd started doing some deals the first few years into it and we were getting some traction. We were taking money from people up front, but we weren't very good at financial management. We didn't know what the hell we were doing.

And so we ended up in a situation where we basically used all of the money without actually having delivered the services. And I was like, oh my God, what are we doing here once we've figured it out? And the solution was to effectively implement the four professionals effectively and have an external finance function that looks after it so that you can't fudge the numbers yourself because as entrepreneurs we're so good at fudging things to make it look good.

Whereas if we have an external person that's saying, no, that's not your money, that's their money, or whatever. So we effectively implemented a client account and then our personal account. So it's client account money, that's not our money, it's client's money or they will hold it and then we draw it down on three different installments on invoice, on sale agreed and on completion.

[Speaker 5] (52:30 - 52:43)

I learned that from Roger Hamilton in 2011 was like company money and personal money are two very different things. You always want to have a clear line. To finish up, two sound bites.

One, biggest mistake you've made and two, the biggest piece of advice you would give people.

[Speaker 7] (52:45 - 53:10)

The biggest mistake I made was before PE we were selling quite a lot of our buy to let portfolio at Nottingham and that was literally because we hadn't systemised it. The second one was not implementing the PCM so the personal cash flow management didn't do that for the first four years on PE. Did it two years ago and it's been an absolute game changer.

I've saved so much money. My kids are so much better off now, it's great. So that's my biggest mistake and then, did you say a bit of advice?

[Speaker 5] (53:10 - 53:13)

Yeah, one biggest mistake and then one bit of advice.

[Speaker 7] (53:13 - 53:26)

One thing I'm starting to realise now is that your mindset matters most and literally you are the only person standing in your way. Especially I think maybe this affects females more, I don't know but I really do think the biggest challenge I've got is me.

[Speaker 5] (53:26 - 53:31)

100%. The life you're living out there is the life that you're living in here. Nobody else cares about you and what you're doing.

[Adam Goff] (53:31 - 54:21)

The life you're living is what's in your head. Adam? Biggest mistake I made was hiring amateurs.

You know, McDonald's is run by teenagers so I told myself I had a really systemised business so I could hire teenagers and it was an absolute joke. As soon as I hired professionals and I put a professional, you know, the biggest mistake was hiring amateurs. You know, you pay peanuts, you get monkeys and the biggest piece of advice I can give you is what's already been said today, pay them the best people you can possibly find, take money off the table, pay them the most you can possibly pay them, incentivise them in the right ways, give them professional development plans, give them a runway because it's either growing up or out of your business talent and they'll build the business for you. Remember, you're the Pied Piper and they deliver your dreams and now it's that whole game of how much can I pay, how good can I get and keep them because they're rare.

[Speaker 5] (54:21 - 54:31)

Absolutely and if you think it's expensive hiring a professional, wait until you've actually experienced the mistakes and the costs of having an amateur like this. It's night and day. Chris?

I had 20 of them in an office.

[Speaker 8] (54:35 - 55:19)

The biggest mistake I made was flying two kites and launching no rockets. Without a doubt, it's hard enough to build one world class business, never mind trying to do two at the same time. Probably cost me hundreds of thousands of pounds over the last few years doing that so that would be my biggest mistake.

I'll make more money this year, just focus on one thing than I would have previously and then biggest lessons that I can pass on is first is have a business model that can afford good people and have good margins in it. Second is just have that one focus, don't spread yourself thin and then finally is create a predictable and scalable sales engine in the business so if you've got that it can power everything else.

[Josh Keegan] (55:20 - 55:20)

Yeah nice.

[Speaker 5] (55:21 - 55:21)

Josh?

[Josh Keegan] (55:22 - 56:57)

Biggest mistake I would suggest is probably similar to the guys mostly on speed of implementation. I remember Dan's talked about this a few times how long it took me to get an executive assistant. I remember I was actually walking around in a little shopping centre and I saw a gift and I thought there's a gift here, it's my brother's birthday next week, send a car, blah blah blah.

The voice was 29 seconds long and I just ended it and then that just happened and I was like wow, I can't believe I've not had that my entire life to have an idea and be able to send the voice and that happens and then from that period all my businesses now just have teams, every role and I want to be in a position where I can voice note something into existence. That's the magic and I think it just took me too long to do that. I was being too tight, I was worried about the money but as soon as you get into it you start recruiting these people and start paying 15, 20 pounds an hour whatever it is.

It's like a chicken and egg but the results you add so much more value so much more value so for those of you sitting there that haven't yet recruited or a bit nervous about bringing on that next team member it's like you can't afford not to. And then the biggest piece of advice I sort of thought a lot about this but I think it's probably it's not what you can do it's what you can do consistently and I think consistency beats clever and without a doubt everyone sitting up on here and everyone in this room has achieved a lot. They've not necessarily been overly clever about how they did it they followed the blueprint but whatever they've done they've done every day every week every month they've not fallen off they keep building they keep moving forward and they've just not got bored with the repetition and honestly that's I think 80% of building anything that's successful just sticking with it and doing it consistently.

[Speaker 5] (56:58 - 57:05)

And what you realise is it's all a long game but the whole thing is a long game you just want to play that long game and just keep progressing last but not least.

[Speaker 6] (57:05 - 57:53)

My biggest mistake was not differentiating between cost and value and a really great example would be signing up to this I mentioned previously to Blueprint Summer Retreat that I literally only signed up for this because my business partner was like we need to do this because I'm a temper I was just scared I don't want to do this it's a lot of money but then as I keep saying to all of you guys if you get one nugget out of this entire 12 month process and that makes you hundreds of thousands of pounds it's completely worth it so value versus cost is my biggest mistake and then what's my best piece of advice is I say this over and over again you're the average of the five people you spend your time with and I am part of that proper entrepreneur board and the people that I spend my time with it's no mistake that I've become those people I have become those people that I was felt like I was an imposter being in that group and now I'm like I am those people

[Speaker 5] (57:53 - 58:35)

fantastic great sentiment to end on ladies and gentlemen can we give them a huge round of applause this is the first generation of seven figure world class mentors we've created their job now is to teach you guys all the things the journey they've been on to take you on the same and hopefully in the months and years ahead we're going to have some of you guys up here winning the awards talking on stage sharing your journey and potentially even being our next seven figure world class mentor for the last time today can you give all of our team a huge round of applause please as we exit the stage thank you

[Speaker 6] (58:48 - 1:00:00)

did we enjoy that guys yes yes and remember what I always say if Josh can do it so can you that's what we need to remember and talking talking of Josh session four the last and final session of this super event we are here to get the most out of the summer the summer is the next three months in front of us and we're trying to do as much as we possibly can to make sure that we make hay while the sun shines we want 100% clarity and we want it to be at the forefront of your mind and the way we're going to do that is by naming our summer we're going to put thank you thank you my lovely assistant we're going to find a way to make sure that we have this at the forefront of our minds all the time Josh said that Dan used to write down on his mirror what his goals were that's exactly what we're going to do and make sure that on a day to day basis we have that in the forefront of our mind so we're going to achieve our goals how many of us want to achieve our objectives for the next three months yep this is going to be the time where we achieve our objectives for the entire year because in three months from now you're going to be standing up here giving your presentation for what you've achieved for the last year so in order to do that please welcome your mentor Mr. Josh Keegan

[Speaker 16] (1:00:08 - 1:00:08)

right

[Josh Keegan] (1:00:12 - 1:04:44)

so summer of sixty nine we want a game we want to play a game over summer we want to hit some targets we want to win some monopoly money whatever it's going to be for you and every single game needs to have a title so the aim of the game here is to create a title for your summer so this is very similar to like your headline strategy we will do that at the start of the year we'll create a headline strategy for our year but now we want to get more specific and name your summer what's the one thing that you're going to achieve this summer so like it could be go hard or go home it could be six figure summer seven figure summer get the deals done get in get out something that basically juices you up and gets you excited to move ahead and make it happen to give you some examples my year of last year was the middle lane and I shared with you the stage last year that it didn't go to plan I massively underestimated the intensity associated with bringing on lots of team members at the same time it was six or seven people last year it was very intense very difficult it didn't happen we brought on the team we now need to grow the business I went from middle lane to make it rain it was three months big sales campaign make it rain make it happen this was the name of my summer did a big campaign by the end of the year we finished triple the cash we finished last year it was effective this year a big movement this year we want to grow the recurring revenue in the business we want to have more stability in the business my headline is the sweet spot this year the sweet spot the service the profitability and the leverage the team in place this year recurring revenue my summer is subscription summer bring in subscriptions into the business sell once get paid forever that's the summer that's the title that's what we're going to be doing and that's what we're going to be heading for this year we want you guys to name your summer come up with the name of your game that was good wasn't it that was in practice that was good that's what you mean when you're an experienced mentor you can come up with words like that on the fly did you like that that was good that's what you guys could be doing in a few years time come up with the I can't remember what it was come up with the name of your game for your summer that's it and it should juice you up it should be exciting so we're going to put some music on what could your summer be called this year just another 30 seconds have a think right first question is where is the catch box who's hogging it any ideas no it's there Umesh's got it Ocean's got it who would like to share the title of what their summer is going to be Umesh you want to do it you've got it what about you Ehan

[Finn Mowat] (1:04:44 - 1:04:45)

finish mine

[Josh Keegan] (1:04:45 - 1:04:55)

okay Katie Go on Umesh you can do it oh what a gentlemen well done

[Speaker 13] (1:04:57 - 1:05:04)

so for our property business because we got some deals in the pipeline but they're not through the paperwork process it's locked and loaded

[Josh Keegan] (1:05:04 - 1:05:11)

locked and loaded love it nice absolutely great anyone want advance on Matt, Danny, are you going?

Danny's over here.

[Speaker 10] (1:05:16 - 1:05:30)

Go on, Danny, what's yours? So mine is just getting the deals done that I need to get done to hit my cashflow target from the strategy day. So my summer strap-on is cash now, tan later.

Tan what?

[Josh Keegan] (1:05:30 - 1:05:36)

Tan later. Cash now, tan later. Nice.

I mean, you could change it to like deals in the sun so you could do both at the same time, potentially.

[Speaker 10] (1:05:36 - 1:05:37)

Well, it was chat GPT's fault, not mine.

[Josh Keegan] (1:05:39 - 1:05:58)

No, nice. No, I'm just kidding, but that's perfect. Cash now, tan later.

And that's spot on, because it's basically like, you've got a work card now for the reward after. One more? Go on, Tina was first, I think.

Well, sorry. Who's got a mic, Shiv? Come on, Shiv.

I'll put those American legs to use. Just down front, Tina.

[Speaker 11] (1:06:02 - 1:06:04)

I was going to say, when you've heard mine, you might have wanted to go over there.

[Josh Keegan] (1:06:05 - 1:06:06)

No, no, I'm excited.

[Speaker 11] (1:06:07 - 1:06:13)

So we've got everything we need for the summer. We've got events going on. We've got everything.

So mine's like, you've got it, flaunt it.

[Josh Keegan] (1:06:13 - 1:11:15)

Nice, if you've got it, flaunt it. Nice, enjoy. Amazing.

Awesome, this is what it's all about, guys. Coming up with something sexy, something exciting that's going to hold your account to make it happen this summer. So go hard, go home.

Beast mode. Get in, get out. Whatever it could be for you.

Sold out summer. Six figure summer. Whatever you think is going to really add value to you and get you pumped up and motivated all day and every day.

It should be the singular focus. The main thing you're going to focus on over the next three months. And once again, like we talked about before, it should mean something.

So when you get it done, like Danny said, it's like he gets it done and he gets his tan. You know, chill out in the sun, enjoy himself. That's what it should be about.

So that's summer of 69. And part of your homework is to go in and set that up and get yourself set up for the summer ahead. We're going to invite Adam on the stage in a minute to actually kind of close up the day.

Before we do that, we just wanted to get some feedback from you guys. If you guys don't mind getting your phone out for us, please. You should have a message on your phones.

And honestly, I know this is something we ask you to do every single month, but you literally give us a rating. We look at those ratings and you give us feedback. We change things based on your feedback.

So please take your time to do that for us now. Put some music on for a moment. Please put your phones down when you're finished so we know you're done.

All right, guys, please put your phone down when you're finished. Do not get distracted. Reminder to get, if you haven't done so, donate to get a thing about Tom, if you've not done so.

That's very exciting as well. Right. All good?

Bless you. Wow, that was nice. Right, what a lovely sneeze.

Right. Ladies and gents, have we had a good day?

[Speaker 15] (1:11:15 - 1:11:16)

Yes.

[Josh Keegan] (1:11:16 - 1:11:18)

Ladies and gentlemen, have we had a good day?

[Speaker 15] (1:11:18 - 1:11:18)

Yes.

[Josh Keegan] (1:11:19 - 1:11:36)

It's been absolutely awesome. Thank you so much for being here today. Superfans, always amazing.

And it's great to have you. One big room for a rave. We're going to wind up in a moment.

Before we do that, we're going to give this man a huge, huge welcome to the stage. Mr. Adam Gore. Woo!

[Speaker 15] (1:11:39 - 1:11:39)

Boom!

[Adam Goff] (1:11:40 - 1:18:23)

Thank you. Oh, what a day. It's been great, hasn't it?

Really enjoyed it. Really enjoyed it. Right, I'm going to wrap up, leave you, send you on a high, and then we're going to go into get up and give back.

All right, so we obviously still have midweek and mid-month mentoring. All right, so it's in the workbooks. I'm not going to labour the point.

It's there. Don't forget, just because we're at the Superbent, it's all exciting. We've still got that.

We've still got slots available on mid-month mentoring with Rachel and Josh, whether you're on PEP, Rachel, Josh, PEA, all right? There are some book clubs for you to get involved into between the workshops. These are all in the back of your workbook.

Don't forget, Buddy Up. If you're in Buddy Up and you're not sure who your buddy is, you should have been texted. Go and see Bianca.

Make sure it gets absolutely nailed. Okay, so workshop nine. I'm going to bring it to a close now.

Before I forget, everybody who signed up, obviously massive congratulations, you need to sign your credit agreement before you leave, and you need to pick up your journals. Your journals are waiting for you. Your Property Entrepreneur journals are waiting for you in the lobby, okay?

Today, we did Think Big, taking it to the next level. What's out of sight but can be done? We've done Let's Release, Dan's new strategy.

For the first time ever, he's unveiled a property strategy which you can now implement. The Dopamine Detox, the 28-day challenge to get yourself focused. The book club is essentialism, by the way, which is cutting everything down to get yourself focused on.

You've only got to fly one kite this summer, so just focus on that and go all in. PEAI, who enjoyed Finn's session? What a genius.

Absolutely loving it. That's just like the start of things to come. Remember Rachel's session on beast mode versus best self?

All right, no judgment. Whatever you decide is whatever's right for you, but just make it conscious, set your rules, and then just go hell for leather. Don't forget, for those people who've, whatever you're doing this summer, you've got to raise the stakes.

Don't just kid yourself that you're just gonna crack on and it's fine. You don't have to write it down. You don't have to tell anyone.

You don't have to size up the I-square. You don't have to up the answer. You don't have to make it visible.

You don't have to pay some money. Don't shit yourself. Okay, follow the blueprint and you'll get it done.

And obviously, for the people that are committing to next year, that's exactly what you're doing, right? You're making that emotional financial investment to say, I'm going to deliver next year because I've just paid 12, 15,000, whatever it is that you've decided to do. And it's time to pull the trigger.

This is exciting, it's motivating, but it's not actually moving you any further forward towards your goals. This is 1%. The 99% happens outside the room.

You must go and take action. Where does it start? Sunday sanity.

The 10 most high value things and then smashing it on Monday, smashing it on Tuesday, smashing it on Wednesday. That's the reality. That's what it's gonna take for the next three months to get you to where you need to get to for the end of year presentations.

It's been a tremendous day. Hopefully we've given everything you need. We've inspired you, we've motivated you, we've given you the blueprints, we've given you opportunities.

So now it's just over to you to pull the trigger. Who's gonna pull the trigger? Yeah!

Who's gonna pull the trigger? Yeah! Fantastic.

Okay, I'm gonna send you off, but I just want to remind you, all right, about this. Now, this offer, this package, if you want all of these things, if you want everything that's on there plus the Wealth Gap War Room, that's gonna be 12,000 pounds after today, if you want the PEAI bot, this expires today, all right? This is a today-only thing.

If you are on the fence, put a deposit down, buy a membership, and then think about it over the next couple of days. Don't leave this room and then ask me for it tomorrow, all right? We've already oversold what we did last year.

We've had the best day ever. We're not gonna shout about all the results because Bianca's still sorting it all out and she's about to have a nervous breakdown because she's never seen so many sales come in, but don't leave today without doing something, all right? Now, let's have a conversation.

Obviously, if you're not sure, there's no hard sell. It's like, if you walk out the room, this offer is for today and today only, and like Shiv said, why not at least take the community membership? All right, I hear, you know, Guillaume, there he is, good timing.

Got dropped, you know, been on PE five years, dropped down to community last year. Guillaume has just secured one of the last in-person places. Congratulations, Guillaume.

Well done, Guillaume's now back, yeah? Just drop it down. Just take a sabbatical, take it easy, drop it down.

Don't, that was perfect. That was actually perfect timing, yeah. Yeah, but it's like, just drop it down, just take a break, that's what we did it for, but don't walk away.

Don't kid yourself that like, you just, I've got all this stuff I've gotta do, Adam, if I can just go away and do it all by my own some, I'll be fine, then I'll come back. I'll never see you again, all right? You'll let yourself down.

That is you letting yourself down, that is you letting yourself off the hook. Advanced, by the way, is designed so you get the things done. All that homework, all those blueprints, all those levels up that you haven't done, we do them on Advanced, yeah?

We help you develop your business every year. It's not this new thing, it's like, no, we're gonna go deeper and you're gonna do it. So don't give me that excuse of, when I finish all my homework from the first year, then I'll come see you again next year.

It's like, you won't. You'll let yourself down, that is honest to God truth. So take a community membership, it's £99 a month, you'll get the super event.

Take a sabbatical, it's £4.95, we can't do anything better than that, can we? All right? Lastly, but by no means leastly, it's get up and get back tonight.

Six o'clock, so 40 minutes. Quick turnaround, ladies, you'd be like, I know, it's not fair, is it, Mina? In the Warwick suite at 6 p.m., have an amazing night tonight, have fun, say goodbye before you leave. Let's give, what I wanna do is I wanna thank AV for being insanely good. Who enjoyed the rave at the start? That was all my idea, by the way.

These guys absolutely smashed it, yeah. Thanks to Quill, who have been filming it for virtual, they're doing an amazing job, thank you to them. Thank you to Bianca, to Lauren, to Michaela.

Thank you to the seven figure mentors, all absolutely killing it. And thank you to every single one of you for coming, for giving us your energy, for giving us your trust. It's been an absolute pleasure.

Have a great month. I will see you on the other side. So a big round of applause.

Thank you, ladies and gents.