**PEP 28 Edited v3\_Transcription**

[Daniel Hill] (0:05 - 16:47)

Welcome to the official Properties Entrepreneurial Podcast with myself, Daniel Hill. On this Strip Back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Good morning, good morning, good morning. What a beautiful morning it is.

Very fortunate to be getting this weather at the minute. Look at that, literally clearest, clearest blue skies. I hope you're out there enjoying some steps this morning.

I was having a conversation with a friend yesterday who I've been working with for a number of years, and I now actually sit as a board, a non-exec on their board of directors, and we were talking about the fact that something was going to happen in their business. We talked away. I was giving them some insight into what to expect over the next six months as we go through a different stage in the business.

He turned around and said, he said, do you know what, he said, we've been working together for three years, and you talk about the fact that success and failure are very predictable. At the beginning, I sort of got what you meant, but it's only been recently, in the last few months, I've really understood what you mean is success and failure really are predictable. The whole thing is predictable, and it's actually two and a half years since I gave him the first insight and said, look, I can tell you what's going to happen in the next year or two years.

This is going to happen, and he said, no, there's no way that's going to happen. There's no, that wouldn't happen to us. I was predicting a challenge they'd experience, and he said, no, I said, that'll be the next milestone when that happens.

It's one of those things where somebody tells you something's going to happen, a challenging or a bad thing that's going to happen, you say, no, that won't happen to us, we're different. That's just not going to, that wouldn't happen to us where we are. Anyway, needless to say, about a year and a half later, he messaged me, said, do you know what, what you said to me about a year and a half ago is literally just starting to come true.

I think we might have a bit of a challenge on our hands. That experience fundamentally changed their business because there was a problem coming. Luckily, we had the foresight and experience to be able to deal with it, and within about a six-month period, that step change took place, and the problem was overcome and allowed the business to go on to the next level.

Ideally, it wouldn't take you three years to understand this. Don't spend the next three years waiting to be proven right or wrong on this. Success and failure are very, very predictable.

There's no new problems. There's a solution to every challenge, and there's a blueprint for everything. There's only two things you need in life, and the first is the blueprint.

If you want to bake a cake and you grab the ingredients out of the cupboard, start throwing them in a bowl, mixing them up, those of you that bake will know that the chances are reasonably stacked against you. It doesn't matter how passionate you are, and how driven you are, and how high-energy you are, and how optimistic you are, and how much you vision how amazing this cake's going to be, if you don't have a solid recipe when you're baking, you end up with a whole world of pain and disappointment on your hands. It's exactly the same in life, in life, in business, in relationships, and the aim of the game in our life, really, is to each year just understand what's important to us right now, what do we want to achieve, and how do we get there, and the way you get there with anything, whether it's baking a cake, or it's becoming a high-performance athlete, or it's cutting weight, or it's having a good relationship with your friends, your family, your peers, whether it's being happy, whether it's being wealthy, whether it's being on purpose and in line with your mission, your vision, your spiritual higher self.

There's a blueprint for absolutely everything. So the two things you need to do, the first is to find that blueprint. Somewhere, someone has the blueprint for what you want to do.

If it's be the best parent, there's a blueprint out there with all worlds of different tricks, tips, blueprints to use. If you want to become a baker, you go and get everybody else's recipes, study them, execute them meticulously, and then adjust them to create something unique. If you want to build a business, there's a blueprint.

The Proper Entrepreneur Blueprint is one that we've crafted over the last, I've been using it for about 20 years, and we've been teaching it since 2013, so quickly approaching a decade. The blueprint is unique, it's proven. If you look at any of our proper entrepreneurs, they're market leaders in their field, they're award winners, they make money.

We all have challenges in businesses, but they see them coming, and they know how to overcome them. I'm going to give you a quick spin on the blueprint and then tell you what your part of the deal is. So the blueprint, it's a 12-month methodology.

Whether you want to use this in your personal life or in any business. We do it for property, just so it's niche, and that's a strategic position that we take. But you can use it for any company.

We have design companies, accountancy companies, mortgage brokers, marketing companies. We have all sorts of companies on Property Entrepreneur, they use the same blueprint. It's spring now, the sun is out, the days are long, and this is where you do high energy activity.

So the first thing we start with is the three levels in the blueprint. You're going to be at one of three levels now, and you're going to want to get to another level. So the first is the landlord level.

This is where you're a startup. And during this phase, optimism's high, excitement's high. All you're doing during what we call the landlord stage, which is basically the startup phase, is you're trying to find something that makes money.

What we're looking for here really is a needle in a haystack. There's so many business opportunities out there. You could become a farmer, you could open a grocery store, you could become a property investor, developer, or build a management company.

There's so many things you could do. The first thing is to go and kiss some frogs and find something that actually makes money. Most entrepreneurs spend their life building businesses that fundamentally just don't make money.

We want to make sure that doesn't happen to you. So we have a three-month blueprint just on strategy to make sure that when you work hard and you build a business, it actually makes money. First of all, call is find something that actually makes money and is commercially viable and fundamentally underpinned with solid commercial logic.

When you've got that, you then scale it. And you might scale it for growth. You might scale it for the excitement.

You might scale it for purpose. You might scale it for ego. You might scale it for money.

Whatever the reason, you then move from the landlord level, which is startup, into scale up. And what you do here is you build the band of brothers. You get a group of people that you love working with, your friends, your family, your friends of friends.

You work in 24-7. It's seven days a week. There's no line, really, between work and play.

You love it. You're going to take over the world together. You have a great time.

And using team and systems, you can build a great lifestyle business. Up to, say, a dozen people, make good 20% to 40% margins. And it's a really, really great space to be.

That's the point I'd recommend for most people. And then finally, for those of you that are absolute masochists, maybe you need to prove something to yourself. You want to prove something to your friends, your family, the world.

Maybe it's ego-driven. Maybe it's purpose-driven. Maybe you just need to scratch the itch, and you decide to go up to the entrepreneur level, which is high performance, large business, 30 to 50-plus people, multiple teams managing multiple streams.

And you build a big semi-corporate or corporate structure, multiple revenue streams, multiple products and services, quite likely multiple destinations, whether that's taking something online and worldwide, or it's taking something physically and nationally. They're the three levels that you'll get to. For each step change, there's a selection of problems you'll have.

And the only challenge there is, what's the blueprint? What's the problem? What's the solution?

Let's move through it. There's always a problem. Every level has another devil, and it's never finished.

Something's always broken. That's just the world that you live in as an entrepreneur. It's got three levels.

To move through the levels, businesses don't grow in a linear fashion. I think some people think that, as an entrepreneur, you need to be foot down, racing a billion miles an hour, 24 hours a day, grow, grow, grow, grow, grow. That's like Usain Bolt running 100-meter sprints seven days a week, 52 weeks a year, 24 hours a day.

It's never going to be a good idea for performance. It's going to be burnout. It's going to get injured.

It's going to get disengaged. It's just not how it works. And that's the life that most entrepreneurs lead.

Run around, turning the water on, filling the bucket up. Revenue doesn't mean profit. More revenue definitely doesn't mean more profit.

You don't fix a broken bucket with more water. The way that we overcome this is we build businesses in a cyclical fashion. So what this means is each year, and this works in your personal life, your relationships, any business, we follow the seasons.

And the four seasons are in spring right now. If I start with spring, so we're in spring now. And spring now is all about onboarding new team members.

It's about recruitment. It's about warming the tires. It's about getting ready to race.

In the summer, when the days are long, the market's hot, people want to buy, it's foot down to the floor, sales and marketing campaigns, expansion, growth, going out and making things happen. And then by the end of the summer, you're exhausted, you're out of fuel, your tires are shredded, the car's ready to be repaired, which is where most entrepreneurs don't stop. They just keep going and just thrashing the business, thrashing the car.

End of the summer, we slow down. We put the car on cruise control. We start to listen to the engine.

And we think in the business and in our lives, what do we want more of? What do you want less of? What do you want to keep?

What's broken? What needs fixing? What race are we going to run next year?

Strategically, where are we in our journey? And we just get more introspective. We slow things down.

If you think about the autumn, the activity is falling from the top of the tree down to the bottom, and we start to get more sensory, more grounded, and more introspective. We do that for three months, which sounds crazy, but everyone thinks I'm a proper entrepreneur. There's no way I could spend three months doing a strategy.

When you start to understand what goes into it, it's strategy. It's your year of, your personal objectives, your professional objectives, your headline strategy, your supporting objectives, your position in the market, your business modeling, your crest, the wave, the niche. It's everything about crafting your life by design.

And then when we get to the end of autumn, which is December, January, we then switch gears and say, right, this is what we want to do. We've listened to the engine. Pulled the car into the pit stop.

We lift the bonnet, and then we start to work on systems on the engine, basically. Systems, finance, get the plan right, get the systems right, get the operations right, get a map to the business built, which is the methodologies, the assets, the people, and the performance. Get the financial modeling right.

Get the cash flow forecast right. Make sure our margins are tight. Negotiate all of our fixed and variable overheads.

Get all that ready to go. And then by the end of that, we do the AGM, which is the end of the financial year. End of March, and then spring comes back around again, and we're out of the traps.

Begin the new financial year, 1st of April, and we're warming the tires, onboarding new team members, recruiting new team members, onboarding them to new systems, and we get this thing going again. I've spent my life using this blueprint and methodology. And when you execute it relentlessly, it literally is everything you need to achieve fast growth, profitable businesses, adding value, market leading positions, awards and recognition in your space, whatever it is.

There is a blueprint for absolutely everything. That is literally just the methodology. And within that, there's over 100 different blueprints of how do you recruit someone?

How do you create a job description? How do you do a business model? How do you shortlist people?

How do you raise the stakes? How do you get motivated? How do you create your miracle morning?

How do you understand karma credits? How do you go out there and raise your profile? How do you do a content calendar?

There's a million and one blueprints. When you have the blueprint and the recipe, there's nothing more, well, back one, there's nothing more frustrating and disappointing than working hard and not getting results. You're going to work incredibly hard anyway as an entrepreneur.

The worst thing would be for you to spend your life working hard doing the wrong things. And we see this all the time in dieting. People go into the gym, they're sweating, they're putting loads of energy and effort in, they're really grinding.

And they're not getting any results because they don't know what they don't know. They don't know the blueprint. It's exactly the same in business.

There are no new problems. There are only blueprints and solutions. And the aim of the game is for you to get that set of blueprints and execute relentlessly.

The blueprint is on us. Go and speak to any of the property entrepreneurs that you know. And they'll tell you there is a blueprint on Property Entrepreneur for absolutely everything.

And it's not rocket science. You'll sit there 60 minutes. Here's your blueprint for this month.

Step by step. Here's six steps. Each step has five bullets in it.

Here's your supporting resources. Here's the examples. And here's the top tips.

And then you have to go away and execute. So the blueprint is on us. You want to do anything in life, in finance, in your business, the blueprint is on us.

I'll give you a unique and proven blueprint that enables you to do what you need to do. The execution, however, is on you. We'll give you execution blueprints.

And we'll say this is how you raise the stakes. This is how you get on your AAA game. This is how you become a high performer.

This is how you reset your mindset. We'll give you that. But the difference between success and failure is highly predictable.

And it all comes down to execution. So are you the sort of person that can execute? That's the question.

Have you got a track record of success? Have you got a track record of executing? Have you got a track record of achieving the things you've set out to do?

Or are you constantly disappointed and frustrated that you just don't get to where you want to get to? The two things you need is one is the blueprint. You might be working hard, be purposeful and be driven.

But you just don't have the right blueprint. You're working hard doing completely the wrong things. That's the blueprint.

If you've got the blueprint and you're not getting the results, then we need to work on your execution. Execution is being someone you can be proud of. It's failure is not an option.

It's if I say I'm going to do something, I'm a man or a woman of my word and I'm going to make it happen. And that's what happens on Property Entrepreneur. You look at all of the things we've done over the years, whether that's starting, systemizing, scaling businesses, whether it's creating or winning awards ourselves or creating award winners in the market or raising money for charity.

Every year we set ourselves challenges. We create these goals. We use the Property Entrepreneur blueprint to execute and the end result is achieving what we've set out to achieve.

Have a great day, guys. Thank you for listening to the official Property Entrepreneur podcast. Trust you found value and insight in the topics discussed.

And as always, very much welcome your comments, feedback and any suggested guests or topics you would like us to consider. Please give us a review and let us know what you think. Follow me on social media.

Daniel here on Facebook. Property Entrepreneur on Instagram and YouTube. And if you'd like to hear more, please share, subscribe and look forward to seeing you on the next one.