**PEP 29 Edited\_Transcription**

[Daniel Hill] (0:05 - 9:14)

Welcome to the official property entrepreneur 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. Hello, hello, property entrepreneurs. Whether you're listening to this live in the property entrepreneurs community on Facebook or listening to it recorded on the podcast, I'm currently seeking a little bit of shelter to do this, and it's one of the only places around here to get signal, to share with you an update on the championship season.

Whilst it doesn't look like summer, it is now the beginning of summer, and we have 12 weeks to achieve whatever we want to achieve. So on Property Entrepreneur, we spend three months in autumn doing strategy, three months in winter doing the winter hit list, doing systems and finance. Three months in the spring, getting the marketing campaigns ready, getting the team recruited, getting people on boarded, testing the new processes.

And then through the back of spring and into summer, it's all about foot to the floor, open the taps, million miles an hour, the championship season. So this is where we are now. I've been doing this for a decade, and it's not uncommon for July to be rainy.

But what I want to do is share with you over the next literally 10 minutes, how do you get whatever you want over the next 12 weeks? Because this is the championship season. I'm out in t-shirts and shorts in the absolute rain making things happen, because there's only one chance to do this.

I can tell you where it doesn't happen. It doesn't happen in your lounge with your feet up. It doesn't happen at the end of a fast food takeaway, and it doesn't happen at the end of a boozy weekend.

The championship season is your one time in the year to achieve your goals and targets. And this lasts from the beginning of July to the end of September, so 12 weeks of summer. The reason summer is important is because the days are long, energy levels are high.

And specifically in property, it's where most areas in the industry tend to be most active. Obviously, there is elements that don't, like the student market, for example. During the summer, you would have your turnarounds.

Summer is high activity, high volume, high variety, million miles an hour, making things happen. And this is our championship season. I'm going to give you a few tips as to how you actually achieve your championship season, because there's things you want to achieve, and there's things that you've got to do to get that.

And there's only one way you're actually going to achieve the results you want through this championship season. And this is it. So the first is to come up with a title.

So on Profit Entrepreneur, we call this the headline strategy, or even you can have a campaign title for a period of the year. So you want to have a title for what you're trying to achieve. And it needs to have a bit of a hook to it, a bit of a ring to it.

It needs to sound cool. It needs to roll off the tongue. It needs to be something you can hashtag to your friends or family and your team members.

What is the focus of your championship season going to be? It might be smash it out the park. It might be lean, clean, full of steam.

It might be six-figure summer. You want to go out and make 100 grand over the next 12 weeks. Whatever it is, we need a title.

So the first thing is to get a title. Come up with one sentence that you can write down that explains exactly what you're going to achieve over the next 12 weeks. If you can achieve nothing else, you're going to achieve this one thing.

It might be a photo shoot if you're doing a body transformation. It might be master my body if you're doing a weight cut. It might be six-figure summer if you're doing a sales campaign.

It might be no vacancies if you wanted to have your whole portfolio of 500 units full by the end of summer. Whatever it is, choose a title. Then what we're going to do is break it down because you can't, you know, how do you an elephant in small chunks?

That's the way it works. We need to break it down. So we get our schedule.

We look at where we're going to start today. We look at where we're going to end, four weeks, eight weeks, 12 weeks. And then we break it down by month.

We break it down by week. And then we break it down by day. And we just say, right, in order for us to achieve this big target over the next 12 weeks, what needs to happen every week?

Or what needs to happen every month? Then what needs to happen every week? Then what needs to happen every day?

That's the second thing we need to do is four things. The third thing we need to do is make it visible. So on Property Entrepreneur, we're all getting ready.

We're all getting clean, lean, full of steam. And we're doing a little weight cut for the next four weeks. So we got our whiteboards out yesterday on Property Entrepreneur.

We give you a 28-day challenge whiteboard and we use it for making sales. We use it for completing winner hit lists. We use it for productivity.

We use it for weight cuts. We use it for making sales. We use it for training.

You can use it literally for anything. And every month we have a 28-day challenge. This month we're doing, there's a variety of challenges.

The one that's kicking off today is lean, clean, full of steam. It's the championship season. We need to be in our AAA games.

So we've set the weight we are now. We've set the weight that we need to be in four weeks. Nothing should ever be arbitrary.

So we're all doing 4%, which is 1% body fat a week. Nothing should ever be arbitrary. So 1% body fat a week.

Then mapping that out. What does that mean each week? And then what does that mean each day?

And then every day, like I got up this morning, weighed in, wrote that down. Green if it's gone down, red if the weight's gone up. In this case, you're getting your meal plans ready.

So just went out and bought my breakfast. Getting all these things together and understanding what you're going to do and breaking it down bit by bit, then making it visible so everybody can see it. And then the fourth thing is the AAA game.

You've got 12 weeks to be on peak performance. And even though the football's on, I watched the football on Saturday. I'm going to be watching it again on Wednesday.

It doesn't mean that we have to go out and drink five pints of lager. It doesn't mean that we have to go out and eat a kebab. It doesn't mean we have to eat a pizza.

What's more important? This will just come down to priorities. What's more important?

Getting up early and smashing out of the park and getting as far and as quick in this race as you can through the championship season or having a few bumps in the road, losing a few days because you're hungover, getting up a bit later, not really having the mental clarity and acuity that you would have if you were clean and you were cutting because you've got brain fog and things like that. The final thing, the fourth thing is to be on your AAA game. Clean, lean, full of steam.

Just clean, eating clean foods, reasonably straightforward. Lean, just trim off any excess fat that you're carrying around. Get rid of that inflammation.

Even if you're bigger than you'd like to be, there's big and then you can still be a lean big. If you're inflamed and hungover and your brain's all over the place and you eat sugars every day, that's not going to make you feel good. If you get your body clean, it'll start to get lean because it'll lose its inflammation and then full of steam.

Your energy levels will increase. You'll be clean. You're not drinking alcohol.

You're not eating cake. You just get filling that body with all the good stuff. This is what the championship season is.

So my title for the championship season is seven-figure summer. So we've got two of our companies I'm working on at the minute. I'm working in both of those with our sales and marketing campaigns.

Both of them have seven-figure targets. All of our sales team, marketing team, wider team know that that is the target for this summer, seven-figure summer. Go out there, smash it out of the park.

And then at the end of it, we'll be absolutely exhausted, but we would have achieved our goals. We'd have hit our targets and we can jump on the plane, head over to Mallorca for the retreat. And then we head into autumn and we do it again.

You spent nine months, those of you that know proper entrepreneur or unproper entrepreneur, you spent nine months getting ready to race, nine months getting ready to this point. And you've only got 12 weeks to achieve everything that you want to achieve. So make the most of it, whether it's a six-figure summer, a seven-figure summer, a smash it out of the park or no vacancies.

Whatever your headline strategy is and whatever your target for this 12 weeks is, set it, break it down over the next 12 weeks, break it into weeks, months, days, make it visible, stick it on a whiteboard, ride it on a mirror in your bedroom, stick it on a pinboard in your office, save it on your phone as your screensaver, save it on your desktop, on your laptop, literally tile the walls of it and put it everywhere.

And then get on your AAA game, just park the beers for four weeks, six weeks, eight weeks, get clean, get lean, drink your water, do your exercise, get your steps in and just get ready to smash it out of the park. Because before you know it, we'll be back into autumn, we'll be back into shepherd's pie and slippers and we'll be getting our journals out and doing our cave time. Best of luck for the championship season, all the best guys.

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