**PEP 36 Edited\_Transcription**

[Daniel Hill] (0:05 - 0:26)

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.

[Josh Keegan] (0:30 - 1:23)

Right. Hello and welcome to the Hall of Fame. We've got some very, very special guests here to meet with me today.

And we're going to be talking about their journey as they basically overcome the odds they've got out of their comfort zone and they've achieved more than anybody expect them to achieve in our most recent charity event. They actually won the award for Game Changer. They totally changed the game for the charity event this year for Get Up and Give Back.

They're wonderful people. They've been on the program now for around nine or so months. And they're going to share with you how you can basically get yourself out of your comfort zone, overcome the odds, and absolutely smash any target you want out of the park.

So I'm going to introduce the very, very lovely Mr. Bernadette, I'm sorry, Mrs. Bernadette and Mr. Ian Lloyd. Hello, guys. Hi there.

And you're joining us from sunny Wales at the moment, aren't you? Yeah.

[Bernadette Lloyd] (1:23 - 1:24)

It is, yeah.

[Josh Keegan] (1:24 - 2:07)

Wonderful. Thank you very much for joining us in the Hall of Fame. Well done for actually getting yourselves in there.

Now, the one line here, if you like, is going from scared social to social success. And one of the things I want to touch on in this interview is we're going to talk about your relationship with social media and how you basically use that even though you're uncomfortable with it and how you overcame the odds and how you basically just did whatever you could out of your comfort zone to get it done and ended up with a pretty incredible result with your fundraising, which we'll talk through very soon.

So firstly, can you start us off by just giving us a bit of a background to you guys? So who are you? What does your company do?

And how long have you been on the Property Entrepreneur Programme for and how did you get started?

[Ian Lloyd] (2:12 - 3:19)

Well, we've been in property, I guess, full-time for about seven years now. And all that time we've built up what we thought was a successful property company. We've got quite a few single heads, we've got some HMOs, we've got service accommodation, and we've got some joint venture developments going on.

And we've developed that over a period of time that's allowed us to get a very, very busy and noisy business. So we got to a point, I guess, about a year ago where we were looking at, how do we, I guess, put a better structure in place? How do we start to realise some of the goals that seem to be eluding us?

So we're working phenomenally hard in the business, but it just seemed to be always one step away from allowing us to be successful. So we came on, that's why we came on PE about nine months ago, was to start to, I guess, get some structure around our business and help drive us forward to our goals.

[Josh Keegan] (3:22 - 3:33)

So where were you? Just give us the name of your company, what actual specific thing does it do? How big was it?

What kind of team did you have? Why was it messy? Why was it noisy?

[Ian Lloyd] (3:34 - 5:12)

Well, that's part of the answer, I guess. Because we've got a group company, so our company is IBL Group, which effectively sits on top of a number of other companies. So we got IBL Homes, which is our hold company.

We've got Cunga, which is our commercial to residential development. We've got IBL Property Services, which is our coaching and mentoring company. We've got IBL Developments, where we do some flips.

So lots going on. Yeah, so, you know, that is a little bit of structure there. But it was consuming us because we've got some staff, we've got Pete, you know, somebody we brought in to do bookkeeping, which was a phenomenally good move.

But, you know, we've tried that route several times. You know, this is probably the third or the fourth person we've outsourced bookkeeping to and we're thinking, what are we doing wrong here? Because, you know, we're trying to follow what we thought was the blueprint and we're just getting it wrong.

And some of it is just trial and error. We didn't know which way to turn in terms of growing the team. And, you know, we just, I guess, let in the noise overtake where we were and what we were trying to do in the business.

So, you know, there's lots of stuff, lots of money coming in, lots of money going out. But it was never, it never felt like we were on target to what we wanted to achieve. And probably, you know, going to past wealth, imagine we just struggled to be in flow with what we thought was where we really wanted to be.

[Josh Keegan] (5:13 - 5:22)

Where would you say you are now? So that was nine months ago. I'm pretty sure you've not been on Profit & Loss for too long.

Where have you got yourself, Steve? What have been the kind of market changes and differences?

[Bernadette Lloyd] (5:23 - 6:25)

Well, I think one of the big things is to get our head out of the business so we can actually look at what's going on and think about what we want. So our life by design has been a big shift, if you like. One of our targets was to actually stabilise the letting agency, which is the noisiest business probably, stabilise it, grow it and eventually sell it.

So, you know, everything that we do on Property Entrepreneur has been towards, yeah, making that function better. So we're not there at all. But having been through the winter and the spring, summer for us is going to be still in the businesses to just keep stabilising them and keep everything going.

But I think we're actually at the point where we're beginning to see some light in us being able to go and do stuff like travelling that we wanted to do.

[Josh Keegan] (6:26 - 7:13)

Perfect. So you're starting to move in the right direction, get a bit of freedom back and get that strategy. So I want to talk to you guys then about today and the reason we actually wanted to do the Hall of Fame, because you've had remarkable success in your businesses so far, remarkably successful people.

I remember, Bernadette, I met you about five years ago. Do you remember we did, myself and my business partner, Phil, we did a talk down here in Birmingham and you said you asked us if we speak at Swansea Pins. You've been around the block, you've been here for years, you've been doing this for a very, very long time.

But you've not really kind of gravitate towards using social media and those kind of different elements. You've managed to grow these successful businesses about that. And let's talk about how that had to change, because we start the challenge, get up and give back.

Do you want to show your t-shirt?

[Speaker 5] (7:14 - 7:15)

Yeah.

[Josh Keegan] (7:15 - 7:53)

The guys don't just wear matching t-shirts in the office. These are the t-shirts for completing the challenge. That's it.

Well, basically, the challenge was to walk 100 million steps to 100 property entrepreneurs. And obviously, you guys took part in this. Now, we all pledged to raise some money.

And then the blueprint was take us around to show you exactly how to do this using the oversubscribe methodology to show you how you can basically fundraise. Although we're raising money for charity, you can use this for anything, sales, raising money for investments, developments. And a big part of this is social media.

Now, talk us through your attitude and your concerns around social media at the time.

[Ian Lloyd] (7:54 - 8:28)

I guess the first part is that we almost didn't do the charity event because we knew that we'd have to reach out and be on social media to get the donations or whatever. And that just didn't fill us with much joy at all. So it was a bit of a shall we or shan't we at the very beginning.

And I guess we felt there was an obligation and it's a good cause. And it was something that we just had to do. So that was almost the first hurdle that we had to overcome right at the very beginning.

[Bernadette Lloyd] (8:29 - 9:21)

Yeah. So one of the things that we decided when we did decide to do was to actually do it together as opposed to. So we only had one joint fundraising amount, which was double what an individual was the minimum that we could possibly do.

But I think that was quite key for me because I've had a lot of issues around social media and disengaged with it for quite a long time. And I just didn't fancy. I don't have a big group of people and I didn't want to be putting myself out there and reigniting some of the negative and depressive feelings that happen when I do go on to Facebook and social media.

So I wanted to try and avoid that. And I thought by doing it jointly, I could get away with it because Ian would be the one going out on the social media.

[Josh Keegan] (9:22 - 10:04)

But you still did it. So you still decided to go to do the charitable event. You didn't want to do the social media, but you kind of knew that you're going to have to get there.

And you pledged. How much did you pledge? So we did fifteen hundred.

Cool. So you pledged fifteen hundred that you're going to raise fifteen hundred. So talk us through that journey to go, right, well, we need to raise this fifteen hundred.

Everyone said we should do stuff on social media. Like how did you just like you knew you needed to do it. I'm going to reveal what you actually raised towards the back end of this interview.

But how did you push yourself through that? How did you how did you say, right, how did you make yourself do those posts? How did you make yourselves engage when you didn't want to or you didn't feel comfortable to?

[Ian Lloyd] (10:06 - 11:59)

I think sometimes you just got to suck it up, I guess, in a way and just just do some of this stuff. And even though it makes us feel quite sweaty, having just thinking about having to do these things because it doesn't come natural. And at the very beginning, we tended to be to think the worst.

Well, nobody's going to nobody's going to like it or nobody's going to make donations because we're not going to reach many people. And we tried to follow the blueprint. And I think at the beginning, it was it was almost like trying to push, you know, stone, you know, water up hill.

It was really, really hard to get some momentum. But we kept at it. You know, we just know I'd put a few posts out there and then that would share them.

And gradually, we had a couple of donations. Orbit somewhere was, you know, it was the easy wins in the beginning because there was some family or whatever who would make some of those donations, which even though you know, it's easy and the family is still scores and you feel better about it. So then we reach out a bit more, you know, and gradually try to push a little bit harder.

But, you know, it's not the kind of thing you get to think, you know, I quite like this now. It was never, you know, it was just it was a case of, you know, it we know it's going to be hard. We know we're not going to like it.

And it's like, what does it be? Feel the fear and do it anyway. You know, it's we just we just said, let's just go on.

Let's get it done. And certain other donations did come in. You know, it was it was it was never it was never a cascade of stuff.

It wasn't a suddenly, you know, you cracked it and it flowed in. It was it was always, you know, a push to get to to get to the target. But it was, you know, I guess it was persistence in the end that got us got us close.

[Bernadette Lloyd] (12:00 - 12:46)

Sorry, I think there were two key things. One is that all the support around, you know, that Dan Norman was giving out around how to do these things and how to keep on doing it and the interaction with everybody in the community was fabulous. And then when I actually got to a breaking point, because I really didn't think we were going to make it, we were a couple of weeks away and we still haven't got to 1500.

I reached out in the safe Facebook environment and had so much support in there with other people feeling the same thing and encouragement about how to do some smaller things and other people actually sharing some of my posts to actually broaden where I was going. So I think it was it wasn't just us pushing against everything. It was everybody supporting as well.

[Josh Keegan] (12:46 - 13:49)

So that's in one of the proctored VIP communities. Yeah. So either.

Yeah. The quote, the private communities that we have. I remember you doing that post and you got literally 15, 20 comments just saying, right, just keep going, keep pushing it forward.

We're going to go on to some like kind of top tips and some kind of, you know, challenges. You say, well, actually, this is a good opportunity to do that now. What were the challenges around that?

So for me, I quite like social media. I've got no problem with it. I've been posting every day for years now.

I see the benefits to my business. I just don't, I don't mind it. It's not, I don't like physically writing a post.

I don't get anything out of that, but I don't, I don't have an issue with it. And I just see the benefits being worth it, if you like. Because there's so many people that are the opposite, that you guys are not alone.

There's, I'd say the majority of people are more like yourselves. You don't really like it. It's uncomfortable.

You don't want to do it. What, if you look into deep reason for that, like what is the psychological and what really, what do you not gel with about it? What's the, what's the real root cause of all that?

What holds you back from it?

[Bernadette Lloyd] (13:50 - 14:36)

So, so for me, it's, it's seeing everybody else posting really good stuff on social media and not being able to do that myself. And I know, you know, logically, I know that a lot of the things that are out there are all only just the positive stuff. People don't post all the negative things.

But still in my mind, it still goes around as, you know, everybody's better than me. I don't feel good enough type of thing. So that's, that's my major thing behind that.

And the second thing on that is, is the time, you know, it's, it's so time consuming because I end up looking at everything else that's on there and not just focusing on what I need to do. So I have to, have to logically break that. So I limit the time that I go on Facebook each day.

[Ian Lloyd] (14:37 - 15:35)

Now, I think part of it comes back to also to the wealth dynamics again, in terms of, we are very, very steel type people. And the attention to detail is, is good if you can control it, but sometimes it plays against you as well. So, you know, doing a, you know, a short paragraph on whatever we find quite difficult, because we want to get it very, very detailed.

We wanted to get it as perfect as possible before releasing it, because we don't want any errors, whatever, rather than saying, as good as good enough and just let it go. And so it becomes, it hurts on the time because, you know, it takes longer to prepare. And, and it's that fear that, you know, you know, it's not right.

And, you know, people are going to dislike it. And, you know, and you get, and you, you see all lots of negative stuff on, on social media about comments and, you know, bullying and all this kind of stuff. And you, and you just think, I don't want to be part of that and just overcoming that fear.

[Josh Keegan] (15:35 - 17:58)

So. Well, thank you for being honest about that, because I think you've, you've, you've struck the head on like two elements there. One is being like a bit of a perfectionist, like wanting this to be absolutely perfect.

And we will look at everyone else's content. I think it's perfect, but whenever we look at it, I'm the same. I look at my own and just see all the issues with it.

And the second is just that fear of rejection in a way, that fear of being slated or people going, this is rubbish or like, why are you posting this? But the reality is it doesn't actually happen when you do it. It's just, it's just that, that kind of fear in your head.

So it's, yeah, it's really good to understand and get behind the scenes, but you did it anyway. That's the main point. So you raised the stakes, you went for this, you said, you're going to raise 1,500, you got uncomfortable and you did it anyway.

And then I appreciate towards the end of the journey, you then not only did social media, but I know Bernadette, you went behind the scenes and you messaged people privately. You're like, whatever I can do to get this done. And that's what, that's what you did.

So with all that in mind, we're going to share some top tips afterwards, but do you want to just reveal to me the, you said you're going to raise 1,500. What was the grand total that you actually pulled in with all your hard work, even though you're uncomfortable, you didn't want to do it. You didn't sign up to the challenge.

What did you raise for homeless charity, Buses for Homeless? 4,600. 4,600 pounds.

So that's over triple your target. And this is, guys, this is from people that were, almost didn't sign up because they were worried about using social media. Then they used social media and other means and they raised almost triple the target.

I don't know, I can't do the maths on the top of my head, but it's 25 pounds per night for a homeless person to stay in one of these buses. So that's a lot of nights. That's a lot of nights.

I'm not going to try. That is a lot of nights. That's what, that's what I'll tell you.

That is a lot of nights. That is longer than a two week all inclusive holiday. But then, so that is a phenomenal achievement.

So well done to you both on doing that. You should be really proud, particularly about how uncomfortable you felt doing it. I'm going to ask you now just for some top tips.

So if you've got, if you can share with like three or so top, some three or so tips that you give, whether that's related to your experience with Property Entrepreneur SoFarm, where you've got the businesses from and to, or whether that's related to people that are in the boat, similar boat to you, don't like social media, don't want to use it, don't see the benefit, hate doing it, worried about fear of rejection.

What can you do to kind of get people to, to get them over that and get them to a point where they're like you, they can massively exceed the targets they set themselves?

[Bernadette Lloyd] (17:59 - 19:03)

Yeah, so I have actually come up with an acronym, you know, in good old PE terms, but it's called ASK. It's, so the first part of that is acknowledge. So for me, it was just, you know, and I think you hear about it as well with, you know, people who have drug and alcohol type problems.

It's actually acknowledging that you've got a problem, whatever that might be. So for us, it was around the fun rate, or for me, it was around Facebook and fundraising. But in the business, there's all sorts of things, you know, so acknowledging that you've got a problem.

And then the second one is sharing. So when you share it with people, tell people, tell people what you're doing, tell people what the problem is. And then the K is really just know, just be confident that, you know, you'll get, you'll get the support or you'll find a way and things will work out.

So I think that's the big thing is being more public with it. And, you know, as steel people, we probably wouldn't do that naturally. But I think if people can ask, then they can go a long way.

[Josh Keegan] (19:03 - 19:46)

Perfect. I love the acronym. And by the way, guys, when Bernadette and Anita talk about being steel, just for those who don't know, on Profitable Entrepreneur, we do Wealth Dynamics, which is a test by Roger Hamilton.

And there's different, there's basically four different, well, there's more than four, there's four kind of general types of energy you can primarily have. And Bernadette and Anita is steel, which means you tend to be a bit more detail orientated, more perfectionist, but you tend to be a little bit more introverted. So generally, I'm the opposite.

I'm blaze. So I'm extroverted. I'm more people orientated.

I love relationships. I've been out there. So it's doubly harder for them to push through this because that's just not their natural flow.

What about yourself, Ian? Have you got any tips?

[Ian Lloyd] (19:47 - 21:38)

I think one, which is, I suppose, more general, but can be related to get up and get back as well is really around getting help, support, and training. We've, I guess, at various times, we've reached out to various coaches and courses and whatever to have that ongoing training and advancement. And I think that links, we did Mastermind, which is really good.

And you're part of a good community. You learn lots about property. PE has been, for us, a different environment in terms of it's much more business related.

It's helped us to focus on pulling all the different strands together, understanding noise and getting rid of it. But one of the really key aspects is the community and the support. And there's some really great and inspiring and sometimes crazy people in the community.

And that has helped us when we don't feel so great, that's helped us to keep going. During the charity event, there were times you're thinking, this is really tough. And there'd always be somebody out there who's got words of encouragement or support or whatever to keep you going.

And just being part of that, and partly why we've signed up for next year. We want that to continue because we recognize we can't, we could do it on our own. It would take us longer and we probably wouldn't enjoy it quite so much.

So my tip to people is invest in yourself, be part of a community, invest in yourself, get the training done, but also be around like-minded people because they will help you every step of the way. Beautiful.

[Josh Keegan] (21:39 - 21:41)

Any more final tips? I think you had a third one, didn't you?

[Bernadette Lloyd] (21:43 - 22:18)

Yeah. It's really around enjoying the journey because it's far too easy to get caught up in the goals and caught up in the day-to-day and everything that's going on at the expense of enjoying each day. And so although get up and give back was great and we raised funds and we had it for a really great cause, for us all individually, we were out every day doing our steps and our challenge to get 15,000 steps in a day was to get out and get 10 done before we actually started work in the morning.

So by nine o'clock we'd each done 10,000 steps.

[Josh Keegan] (22:18 - 22:24)

You were constantly posting beautiful pictures of Wales, weren't you? Like beautiful coastlines. Yeah.

I remember seeing you doing it.

[Bernadette Lloyd] (22:25 - 22:29)

Yeah. So it's enjoy every day. That's the big thing.

[Josh Keegan] (22:29 - 23:20)

Perfect. Guys, it's been an absolute pleasure. Guys, to be in the boat you're in where you really didn't want to do it, you almost didn't sign up to then taking on and pledging 1,500 pounds, absolutely smashed that out of the park, getting yourself to 4,500.

I hope you can see the wider picture here. This is not just a fundraising challenge. This is not just about social media.

It's about how you raise the stakes and you overachieve on any goal you set yourselves. You do what needs to be done. You get things done.

You lean in. You ask for support. You surround yourself in an environment with people that are going to help and support you.

And that is just like a recipe success. Success is very, very predictable. And if you do those things, you will overachieve like Benedetta and Ian did.

For anybody who wants to reach out to you guys, can you just give a bit of a brief on how people will follow you or get in touch with you?

[Ian Lloyd] (23:23 - 23:26)

Funnily enough, social media is not the key area.

[Josh Keegan] (23:30 - 23:35)

I thought you might be Instagrammers. I thought you'd be all over Instagram, not Facebook, but Instagram, you're all over it.

[Ian Lloyd] (23:35 - 23:47)

No, no, no. Email is probably the easiest. We've got ian.procubeservices.com and bernadette.procubeservices.com.

[Josh Keegan] (23:47 - 24:01)

Perfect. Guys, it's been an absolute pleasure. Thank you very much for your time.

Congratulations on your prize for Get Up and Give Back for being the game changers of the year. Absolute inspiration. Thank you very much for your time.

Thanks, Josh. Cheers. Thank you.

Bye.

[Daniel Hill] (24:07 - 24:31)

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