**PEP 37 Edited\_Transcription**

[Daniel Hill] (0:05 - 0:25)

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.

[Adam Goff] (0:31 - 0:38)

Okay, Josh Keegan, Adam Goff. Six rounds. Eight minutes around.

First one on the clock. Shall I go first?

[Speaker 4] (0:38 - 0:38)

Yeah.

[Adam Goff] (0:39 - 0:46)

Okay. Being a man. What do you think it means to be a man in today's world?

[Josh Keegan] (0:47 - 2:02)

I think that's a really interesting one. I think it's very topical for me at the moment. I've just had my first child, he's eight weeks old, and the amount of comments that I get about, and my brother's in the same boat, similar boat, the amount of comments we get about the fact that we are modern men, and that we help out, we change nappies, we're very hands-on, is eye-opening, because I wouldn't have seen it as any other way.

I mean, of course you would do that for your child, but I do think it's evolved and changed. I think one of the books that Dan got was one of those books, it was, what's it called? How to be- The Way of the Superior Man.

The Way of the Superior Man. Great book, by the way. Great book.

I do think being a man has changed. Me and you can both talk about the fact that we are very effeminate men. Would you say?

You'd agree that, wouldn't you? Sorry if I've spoken too soon for you, but we're quite effeminate men. I think you can speak.

Do you think so? Yeah, I think you're very effeminate. That's nice.

I'm less effeminate. I think that's a compliment. Yeah, effeminate men.

I think- We are surrounded by flowers here. There's a soft- Yeah, and it's beautiful. The modern man now, I think, is caring, they go above and beyond.

They don't necessarily see themselves on this playing field of being above a woman. What does it mean to you to be a man?

[Adam Goff] (2:03 - 2:15)

If I said to you, be a man, man up, what am I saying? Are you surprised that people are complimenting you on being a modern man? Is that what you're saying?

You think it's a given?

[Josh Keegan] (2:16 - 2:56)

I think it's- Childcare. I think men- I think there's a level playing field. I think it goes back to, what does it mean to be a woman?

And I think those roles have shifted. Yeah. I'm not saying what does it mean for me to be a woman.

It's just like, I think the womanly roles change. I think women now like to work. I think that they're independent people.

They're not- It's no longer a man goes to work, a woman stays at home. I would challenge all those boundaries. It's no longer a woman always wants to get married and a man doesn't, and vice versa.

It's no longer a woman wants kids, men don't want kids. I think that dynamic has slowly changed. So I'd say, for me to be a man now is more like being a woman.

It's more balanced than it was.

[Adam Goff] (2:56 - 2:57)

We're more in the centre, yeah.

[Josh Keegan] (2:57 - 3:55)

I mean, who are your heroes? My heroes... Well, my heroes, they are quite manly men.

They are normally hip-hop artists. Really? Jay-Z.

Yeah, Jay-Z's one of your heroes. Dr. Dre. They're self-made people.

Nice. Came from nothing, created something incredible, and they're intelligent. That's really cool.

That, for me, is something that is a hero. So they're quite manly, aren't they? They're manly, but if you- Do you have to be an alpha to be a man?

If you listen to their songs, there's a lot of depth. And I think most men have depth. I think that's something for me to be a man is.

I think now, being a man is having a level of depth. I don't think it used to be. Being a man before was not talking about your feelings.

To me, it is. I think part of being a man is talking about your feelings. I just think there's less of a man and a woman now in a specific role.

I think they are a bit more blended. And I do think the modern man is, you know, they're sensitive. You talk about stuff.

You talk about everything. What about yourself?

[Adam Goff] (3:56 - 4:34)

Well, I think it's interesting. I think it's definitely changing. And I think it's not- You're right.

Maybe it's not macho. I mean, when I was in the army, being a man meant being macho, never complaining, getting on with it, just shutting up and doing a job. You're here to do a job.

And whatever that job was, whether you're training to shoot people over the horizon or scrub the sheds. But it's different in different contexts, isn't it? Because being a man at home, what does it mean?

Does it mean- What does it mean? Does it mean- It doesn't necessarily mean being the breadwinner anymore. So I'm just wondering- You just had kids.

It's just interesting to see how it's flipped.

[Josh Keegan] (4:35 - 4:57)

Well, we've- It has switched. I just wonder what the role of- What is the role of the man? So I am now the breadwinner.

I'm the one that makes the money. I'm the one that goes out. I have my businesses.

I bring the income home. And during the day, my partner spends the majority of time at home with our child. But she was also financially independent herself.

But I wouldn't say that was a given. It was never like, that's what's going to happen.

[Adam Goff] (4:57 - 4:58)

It's a discussion now, isn't it?

[Josh Keegan] (4:58 - 4:59)

It's a discussion.

[Adam Goff] (4:59 - 5:14)

So it's almost like every relationship's different. And you can have male and feminine in men. I mean, like you said, you are very feminine.

Yeah. And you could be with a masculine partner. I said we are feminine.

Gender is not now- Without getting too into gender, because obviously that's probably quite a controversial subject.

[Josh Keegan] (5:14 - 5:40)

Yeah, but I'm not saying I am trans. I'm not saying I've got a different gender. That's not what I'm saying.

Just to clarify. I'm just saying the boundary of what being a man is. Being masculine and being feminine doesn't necessarily mean you're a man or a woman, right?

Like we, they can flip and change and different for different people. I never got on with, and I bet you didn't either, this whole culture of watching football. Like, do you know what I mean?

Mate, Chelsea are playing tonight. Let's go and watch the football. I never got on with that.

[Adam Goff] (5:41 - 6:54)

And that's why I ask, because I would definitely have considered myself a rugby lad. For like a good 10 years of my life. So whether it was, whatever rugby lads did, I did it.

So I think I came from, I've been from a very macho culture. And over the last, maybe five to seven years, I've had a bit of a awakening, a softening, and tuning in more to what's going on. And yeah, my, you know, I think about in the men in my family, my granddad was super macho and probably, you know, a bit of a pig in terms of how he treated women.

And as it's gone down for generations, I'm getting more well-rounded. Hopefully anyway, I like to think so. I do feel like it's a subject that I find myself having to be so careful about what I say, not to upset anyone.

You know, we want to get more ladies on Property Entrepreneur. But I feel like if I say it too much, it's almost like, I'm making a thing about it. If I genuinely would like more females on the programme, because I think it balances it up.

But if I start saying, we want more ladies on the programme, it's like, I don't know, it feels like, you know, I don't know, do you know what I'm trying to say? It's almost like, you go too far and it's like, we don't need, if I was female, I might be a bit like, we don't need any help, I'm fine. I don't know, that's how I would take it, because I know how I think.

[Josh Keegan] (6:55 - 8:02)

It's difficult though, because often you meet a lot of women entrepreneurs, like we've got RuPaul on the board and she talks a lot about the fact that, I don't know, female entrepreneurs, and she talks about the fact that being a woman in business is hard. Sure it is. I mean, business is hard anyway.

Yeah. Business is hard. Being a woman in business is apparently hard.

Why? I don't know why. We don't have any insight.

We don't have any insight into it. I think overall, being a man is not what it used to be. I don't think being a man, I think being a man is far more flexible than what it used to be.

I think being a man before was pretending you like football, pretending you want to, like, I've done it before, I go on stag do's and to me, being a man on the stag do is getting absolutely hammered and being the latest one, like being the most stupid one on the night out, I'm past that now, like, I couldn't care less. Being a man when you're confident in being a man is a lot of ego, it's a lot of kind of living up to a people's expectations, it's probably doing a lot of things that you don't really want to do to kind of impress others. It's like that man pack mentality.

But I do believe men now, when they get more comfortable, they've got flexibility and freedom. There's not necessarily a definition anymore.

[Adam Goff] (8:03 - 8:24)

I think it's nice that you've definitely reinvented it. I definitely think I fit more into the traditional type of being a man. I like being a man I'm definitely a masculine type, I like to be the alpha, I like to be the loudest in the room, I like to be the centre of attention.

I'm trying to soften it up but I don't think that's a bad thing, I'm quite, I'm okay with that. But you're aware of it. But I don't want to be too far away and become chauvinistic.

[Josh Keegan] (8:25 - 8:29)

You're aware of it, that's the reality, being aware of it is part of the baton, part of the challenge.

[Adam Goff] (8:30 - 8:41)

For me it's like being strong, being financially independent and being able to provide for people if I wanted to. I still fit in, I still see that as my optimist. There we are, next, here we go.

[Josh Keegan] (8:42 - 9:35)

That was a good one. Thank you. My first round is, like, for the, we both know what this is we've thought about it but I will say it.

We've had loads of chats, thank god they haven't all been recorded. To the, to the audience. So, Rich Life.

Oh yeah. This is from a podcast we both used to recently, it's Ramit, can you, Ramit, his name, second name is hard to pronounce. Ramit Sethi, he does a lot of podcasts with Tim Ferriss.

We both love him because he very much sits in our kind of mindset around money, around wealth and everything associated with him. One of the things he talks about is his rich life and the rich life isn't, and we like, we embody this, rich life is not I need a Ferrari, I need X, Y, Z. Rich life is spending sometimes small, sometimes large amounts of money on things that actually add to your rich life.

So it could be that you always shop at Waitrose, it could be that every Friday you love to get a takeaway, it could be that you value getting an Uber and not a nearby car.

[Adam Goff] (9:35 - 11:06)

It could be that you have a Ferrari. Yeah, it could be. The point is, what is my rich life?

I think you're trying to ask me, what are our rich lives? That's what I want to know. So for you, what is your rich life?

What do you always spend money on? Absolutely, I'll always spend money on being somewhere hot. My life, I can tell because I am sweating.

I said I was going to get sunstrokes in out here and you insisted. My rich life is ideally being somewhere hot during winter, living abroad, I want a swimming pool, I want that lifestyle, which my life by design is lifestyle, hot, sport, that is it. Like whether I have to pay to fly to and from the UK to do it, that money is irrelevant because for me getting to that hot destination and being by beach, being by a pool or being by a mountain is what I want and for me that money is cheap money, I don't mind.

I think the other thing is like, and we probably share this, is the convenience. I will pay my PA, my VA, I will do anything for convenience. If anything's easier I'll pay for it.

On the train the other day this sounds, I hope this doesn't cross the wrong way but I literally couldn't be, I didn't want to carry my bags through the train. Normally I go first class for some reason I wasn't going first class I don't know what happened. And rather than carrying my bags through the train because I was late to get on the train I was at the start and I had to go through six carriages I just put my bags down I just paid to upgrade I just thought whatever this price is I don't, I'd rather sit and work and have the free time than pay and I'll just pay the money than walk through the carriages and bounce my bags.

So anything for convenience my rich life is being somewhere hot lifestyle but also not doing what I consider to be admin tasks.

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

Can you give examples or maybe convenience at less of a cost like first class entree I appreciate sometimes you can upgrade for 10, 20 quid

[Adam Goff] (11:13 - 11:33)

Actually only 10 hours can be 20 quid so for me I have all my food delivered in London so I don't like to cook so I have my food delivered every single day fresh fitness food in a bag and I'm such a good customer they've made me like an affiliate and I you get 50 quid free if you use my discount so yeah that's an example convenience cleaners Rich life is doing everything for me how about you?

Well

[Josh Keegan] (11:35 - 12:51)

rich life I'll spend any kind of money on my garden that's like if I go to a garden like I always look at a tree and it's like 150 pounds you're like bloody hell but that tree's been growing for 20 years and I'm going to own it for the next 50 so I'll spend any kind of money on my garden on plants anything like that I'll spend any kind of money on breakfast coffee eating coffee out meeting friends and doing all that kind of stuff like I don't go crazy but any kind of holiday I like a holiday but I'll never go for a 5 star hotel I always go for a lovely villa and nice and chilled and kind of cheaping out having food I'm similar to you convenience is massive an assistant is big for me like not having to do a personal assistant not a business assistant someone who can put your train tickets so you can literally say voice note this needs to happen like please make this happen gifts so we were talking about this one gifts is quite big I'm in a headspace now and we were discussing this the other day it's like if you get the idea to give somebody a gift you just give them the gift it doesn't matter how much it costs and when you have an assistant like that life becomes a bit easier because you can just say can you order this from Amazon this is the address this is the note I'd like to say life becomes a bit easier but the point is if you had this idea then like gifts are absolutely massive yeah I mean I totally agree with that I think

[Adam Goff] (12:51 - 13:14)

I think what's good about what we both said is we both value experiences not possessions neither one of us have said I mean I said this to you the other day I think everyone should have at least one luxury in their life otherwise what are you doing it for like why have you grafted all this time and whether that is driving an Aston Martin or flying business class or going first class or having an assistant or having your food delivered whatever that may be you've got to give yourself a break

[Josh Keegan] (13:14 - 13:56)

yeah you do so just to give you one example then because we've talked about things we will spend money on what are the things where other people spend money on that you go no I'll just never do that you talked about going first class and now some of the listeners could go right well Adam's a high flyer he goes first class that's mental I can't relate to that but that's a no brainer if there are some things we like because you're actually really frugal I am very frugal yeah but I spend money on things like that you spend money on quality as well we talked about that last night I bought myself I thought I did well I bought myself some really nice TM Lewin shirts I thought they were good shirts of course I turn up and ask you what brand of shirts you've got you've got Reece it's like three times the cost so you spend money on quality but what are the things you spend money on

[Adam Goff] (13:56 - 14:10)

it's funny actually because I thought about that last night and actually all my shirts used to be tailored so when I looked at the Reece shirts I thought they were cheap maybe I was born with a silver spoon in my mouth maybe what don't I spend money on that's a good question what you just see is waste

[Josh Keegan] (14:10 - 14:11)

I'm not going to spend it I'm not interested

[Adam Goff] (14:11 - 14:40)

I think buying a new car is such a waste of money I lost £30,000 buying my convertible Mercedes and I enjoyed it I don't begrudge it but I'll never do it again insurance was £2,500 I think wow I've just burned in cash so I don't think buying doodads you know these assets that aren't assets that's not a good unless it's bringing you absolute joy yeah it's probably interesting because I'm not because I'm me I don't really know what it's hard to look through your own lens

[Josh Keegan] (14:41 - 14:47)

does that make sense yeah but do you ever go I'm not paying for that coffee or I wouldn't go out for a meal there I would never pay

[Adam Goff] (14:47 - 15:27)

well that's interesting I was having coffee the other day in the Orkney Islands in Scotland and some of my friends who are very very wealthy didn't go to the coffee shop because it was £3.50 for a coffee they went round the corner for £2.50 and I just thought that I'm not sure that's me but I get why they're wealthy that is a fantastic mindset around being frugal how much you make how much you eat yeah absolutely I don't I don't have lots of clothes I always like for people who know me I have 33 items of clothing for every season I don't see the point in having two of anything I like to have one thing wear it out this is like a bit of a new thing for me minimalism one thing good quality wear it out and then have another one I've got four t-shirts

[Josh Keegan] (15:27 - 15:28)

yeah I was going to say it's the first

[Adam Goff] (15:28 - 15:29)

t-shirt I bought in six years

[Josh Keegan] (15:29 - 15:32)

what's the principle isn't it 33 items 33 items

[Adam Goff] (15:32 - 15:42)

every three months it's called project 333 look it up if you're interested you have 33 items and you just cycle through them for three months that includes your watch your shoes it doesn't include gym

[Speaker 4] (15:42 - 15:43)

underwear

[Josh Keegan] (15:43 - 15:52)

everything else another thing I always spend money on health 100% gym membership personal trainer if required playing it doesn't even

[Adam Goff] (15:52 - 15:53)

come into question

[Josh Keegan] (15:54 - 15:55)

it's just something you just do

[Adam Goff] (15:55 - 16:20)

little things like skin care I've got a really nice moisturiser for my face I've only got one face so you spend money on toiletries I wouldn't say I'm into beauty stuff but I basically decided I was going to have some nice moisturiser it's really expensive the moisturiser I use but I think that's going on my face and I've only got one face I like to spend money on the things that are important to me I suppose and I'm sure you're the same how about you what do you usually spend money on

[Josh Keegan] (16:20 - 16:46)

20 seconds to go that's a really good question I really struggle spending money on things which I don't get value on I love food I love eating out but I always like to be out of that place which is family business you get like delicious food great value great service when it starts to get pretentious I'm not saying it's not worth spending Michelin star 8 course tasty I'm not saying because that can be worth it it's that middle ground where somebody's charging 70 quid ahead and you go and it's just a very average meal

[Adam Goff] (16:47 - 17:24)

we like value don't we we don't want to get ripped off I appreciate it I spend money on value right next one boom good one ok the price of success so when I was thinking about this and I was thinking about you I think you're a really good student I think like genuinely you are an amazing student everything you do you learn thoroughly and I just think wow why is Josh such a good student and it led me to think we work so hard in our lives what have we given up or do you think we've given up what is

[Josh Keegan] (17:24 - 18:16)

the price of success and maybe to be fair that could roll into everything goes what is success so for me I've had a fair bit of what I'd call financial success which would be I think if I define financial success the way I looked at it was I had a job as an accountant I quit that and thought if I could earn double this in business I'd be like that's brilliant I didn't expect it I got to that stage I wouldn't say fast but relatively quickly probably quicker than expected all of a sudden it just kind of rocketed and now I look back thinking I genuinely feel privileged so yeah in terms of the price of that what's that

[Adam Goff] (18:16 - 18:28)

cost you to do what did that take for people who are listening to this and they're thinking I wouldn't mind having my own business having my own PA flying all over the world what's it taken to do that what have you given up

[Josh Keegan] (18:29 - 18:38)

I'd say the actual financial cost of it the investment mistakes is inconsequential in reality that's definitely worth it

[Adam Goff] (18:40 - 18:41)

the mental cost

[Josh Keegan] (18:41 - 19:12)

is draining so the amount of so I'd say my tolerance to stress well I always frame it in a different way I was about to say my tolerance to stress was very high and I don't really get stress it's quite hard to rattle me now lots of things have been going wrong but that's only because I experienced immense pressure and stress for 3 years maybe 2 or 3 years where it's like a muscle you flex and you have this immense tolerance to stress it's actually positive within the time I feel surrendered I think I gave up

[Adam Goff] (19:13 - 19:33)

so you've been through the ringer you've stressed yourself out you've had sleepless nights you've had anxiety all those things that's been the price of success it's the worry about not knowing because that's what no one ever talks about no one ever talks about I was worried I was awake all night I was so stressed I put on weight

[Josh Keegan] (19:35 - 20:54)

no one ever speaks about that I'm trying to give you a really good answer what's the journey been like? I've never the journey's been the journey it's a rollercoaster I think that's the reason why it's difficult to answer because it's not like you just go right I'm going to try and be successful and I'm going to spend the next it took me I think 4 to 5 years to get to a level of what I considered success and I think part of that was achieving a level of financial success part of that was achieving the comfort in the fact that I knew if everything got taken away from me I could start again tomorrow and do it half the time so it was like it wasn't only financially getting to that point but it was also the experience the confidence the knowledge and the skill set to know if this went tomorrow like honestly give me a year I'll do the same thing again and I'll be so much more strategic so much more intelligent about how I did it so I think Do you have to give up any friends?

I think there's definitely people that have slipped out of my life once I went oh I'm going to give you up there's definitely people that have slipped out of my life that have kind of not that kind of went by the wayside there's some friends and some groups of friends which I've met when I was in Scotland they did a few weekends away and they kind of stayed in touch and I didn't do it I just didn't get back to them I was just so busy I had so much going on and I kind of look back on that and I feel like oh that's a shame you had to do it I mean like

[Adam Goff] (20:54 - 21:49)

I definitely when I think about me I think it's gone in waves there's been times where I've been absolutely head down and nothing else has mattered like the last I'd say the last three or four three years certainly probably four years I've never been more focused I think it was something around becoming nearly like around mid thirties and something happened in my life and I was like right I'm just sick of not quite getting there and I literally gave up I honestly gave up everything like apart from probably my family I literally cut everyone out of my life didn't date like absolutely like no like no dating probably for the last three years just absolutely focused COVID didn't help because when COVID happened I had to double down even harder and literally just nothing else mattered seven days a week I just didn't care it was the only way to get the to save the business like that was all I've never gone that far I've always kind of maintained that it's been brutal

[Josh Keegan] (21:49 - 22:42)

yeah I've always maintained that element of I'll tell you I'll tell you what actually sometimes I've never shared this with anybody before so perfect time to do it I get pissed off sometimes when I get there's a throwaway comment so sometimes somebody like my like my sister for example and I love her to pieces and she doesn't she doesn't because she's my sister she wants to rile me up she'll just say oh Josh can pay for this he's minted or like oh it's okay for you because you earn XYZ I never get that lucky and she's got a business as well and the amount of times I've tried to sit down and say look this this is like this is where we take this in and I just and I know she's only doing it to rile me up I know she's only doing it for my sister she doesn't actually mean it but sometimes I want to say honestly like I you used to criticise me for not coming on a night out with you and your friends you used to say XYZ and you never knew how much it used to bother me that I was feeling guilty about not going but I knew I had to get an early night and wake up the next day I knew I just had to do it

[Adam Goff] (22:42 - 22:43)

so you gave up those nights out yeah

[Josh Keegan] (22:43 - 22:46)

this is what I mean it's what people don't realise the nights out different elements

[Adam Goff] (22:46 - 23:09)

and it's just I mean we were talking about thanks for sharing that we were talking about the other day like I literally flew to London I was living in Barcelona in Canada I flew to London set up my business moved into one of the houses lived in a house share for the next 10 years yeah to save money to grow the business I did whatever it takes and people say to me oh I don't really want to give up my house or my this or I don't really want to lose my car it's like well then you're not going to do it then

[Speaker 4] (23:09 - 23:10)

yeah

[Adam Goff] (23:10 - 23:19)

it's like I don't it's whatever it takes it's whatever's needed and that's why I am not in a rush to start another business right now because if you don't understand that having a business is like having a baby

[Speaker 4] (23:19 - 23:20)

yeah

[Adam Goff] (23:20 - 23:34)

whatever it takes is what it needs otherwise you might not make it it's exhausting it's bloody exhausting but I don't look back on it negatively I only no I'm not no definitely not if you're put on weight I mean for me I've got fat I've got fat hair a couple of times maybe definitely because of stress from the business

[Josh Keegan] (23:34 - 23:40)

maybe I'm not I like I think people react to stress and eat and do different ways my brother eats when he gets stressed I don't eat when I get stressed

[Adam Goff] (23:40 - 23:56)

people react differently I've put on weight I've spent loads of money on legal fees on unnecessary things in business I've lost sleep I've definitely aged there's no doubt but now it's made us who we are now you're right now I go through life with that carrying that experience and not a lot gets to me

[Josh Keegan] (23:56 - 24:42)

there are definitely painful moments there are definitely ups and downs but I struggle to look back on it and I'm not saying you are you are looking back on it but I really struggle to look back on it negatively because now all of it it's just like it's so powerful and like people ask the question like oh yeah I experienced that I know what you're going through it's really really tough like I get it yeah somebody comes in they've stolen money from the company yeah done that I've experienced that somebody's stolen money I try and get the money back from them like people you trust like somebody leaves your business and you're like having like you promise them the world they promise you the world they land you in it they leave you in the rubbish been there done that but all of it is like I say the thing you learn from all of that is like when like what's the saying it's all ends well all's all's well that ends well all's well that ends well and if it's not ended well then it's not the end

[Adam Goff] (24:43 - 24:58)

and yeah exactly and now you've got the wisdom like that's what experience is when you're young you keep hearing this experience you think what's that it's everything we've just said it's literally like we can roll with the punches now that's what wisdom is it comes with age and experiences nice good question tough

[Josh Keegan] (24:58 - 25:05)

you're putting me on the spot on some of these tough off you go next one right the next one something I know we're a big big fan of round four

[Speaker 4] (25:05 - 25:06)

yeah

[Josh Keegan] (25:06 - 25:27)

I want to talk about being a lifestyle entrepreneur oh okay and what it's being a so I appreciate you've just retired you sold your businesses I get it but before that you were always you were always the lifestyle entrepreneur and I've definitely shifted into a space of lifestyle entrepreneurship too yeah so let's talk about it what does being a lifestyle entrepreneur mean should people be a lifestyle entrepreneur would you recommend it and like like how how do you get there

[Adam Goff] (25:27 - 25:37)

well if you think like a lifestyle business is like the classic lifestyle business for me is like being a pub landlord or like owning a owning a a water skiing school

[Speaker 4] (25:37 - 25:37)

yeah

[Adam Goff] (25:37 - 27:05)

you know every day you get up you're on the lake and that for me is an amazing lifestyle business yeah it doesn't feel like work it suits you you love it you're a big drinker so you know you used to have to pay to be in the pub to drink with your mates now they pay you if you're a pub landlord that for me is what a lifestyle business is I think it's it serves you and for me Capital Living was a great London lifestyle business because I enjoyed being in London I was building wealth and it got to pay for a lot of my expenses and everything else so but as soon as I realised I didn't want to be in London I couldn't run this business well I had to I then tried to turn it into more of a performance business or what we'd say an entrepreneur level business where I could run it completely by remote controls all on dashboards and reports and that was going okay and then Covid happened so what I realised is I then had to be back in the business and I didn't want to live that lifestyle anymore so I thought that was the right time to sell the business so for me it's something that that where work doesn't feel like work all the time and it's serving your life and you're happy to be involved in it I don't so work doesn't feel like work you're happy to be involved in it you're happy to be you have to be you're part of the machine you can do it whenever you want I'm not I'm not sure you I'm not sure you always get that luxury because I think that's more being retired than it is a lifestyle business I think it's still a business the problem is the problem is the lifestyle business is if if you don't wake up you don't open up the pub doesn't open and if you don't get on the boat because you don't have anyone insured on it you can't take them out skiing so I think a lifestyle business probably involves you more than more than that and and that's the reality

[Josh Keegan] (27:05 - 28:09)

so how about yourself what do you reckon I agree and disagree a little bit so I mean you you know my business is now do you think I have a lifestyle business or not because I I mean I've been away for the last week yeah I'm not open shop but the shop has been opened my team are recruiting people like I see stuff flying in for sales etc I do high value work at the time I want to do it I choose what I get involved I guess I choose what I get involved with and not involved with I guess the bit that maybe is different to where we're both at is that I'm choosing to work on certain things I love working on on Ultimate FD like giving people that financial support and clarity because that's a problem I couldn't solve with my letting agency it's like I guess the the risk around it is it is like having a page on you being a doctor uncle so it's all very well and theoretically we've had a year of you know a year, two years of like everything go very smoothly but then COVID could hit and then I'm I'm going to have to be back in the office supporting the team I think that's my I think that's the difference

[Adam Goff] (28:09 - 29:39)

is that it's still your responsibility and that's why it's not like being retired it's not when you want but is it a lifestyle or performance business would you say? small?

it's six six to ten people I mean you know we're playing with definitions aren't we? I mean I think for me it's I think if if you took you out of it I don't think the business does very well for very long I think that might be true with all businesses but for me if you've got a performance business it should be less dependent on the entrepreneur they're following Josh at the end of the day it's the Josh show and even though you're not there and they've got the systems and you have got that business I think you've taken that business it's so impressive what you've done to get it to where it's at because that's really difficult but I think it's probably as far as you can take it and like I said if something went wrong or something changed or a bit of legislation came up they're looking to you as the entrepreneur but I do think there's a difference between sorry being a lifestyle entrepreneur and having a lifestyle business because a lifestyle business should be almost part of your lifestyle I think whereas a lifestyle entrepreneur I'm in it for the lifestyle but my lifestyle might be different to yours I've become a business entrepreneur so I can live a certain type of lifestyle and I've always taken December off that's just what I've done so I can build my life but it might be different for you Dan's lifestyle he might be calling himself a lifestyle entrepreneur but his lifestyle is absolutely smashing it out of the park every day of the week

[Josh Keegan] (29:39 - 30:33)

maybe that's it so maybe it's like I've flipped into lifestyle entrepreneur zone where it's like I don't start work till 10 in the morning I finish when I want to I take Fridays off if I want to so I've decided not to work for a week I've done it I'm not in there and it's building the business which allows me to do that so I can't the business wouldn't run if I did that and it didn't open the door so I need somebody that's going to open the door I need somebody that's going to run it while I'm not there so yeah I guess that's it and I definitely think since I had my baby and since I shifted my mentality it is the business needs to serve me it needs to prop me up not pull me down and I think for the first four or five years it was not in a negative way but it was putting me down it was like putting me back and now it's in a place where maybe it's flipped into that lifestyle zone probably similar to how you had capital living before you sold it and it pushes you up and it basically gives you everything you want it gives you the money the time the freedom but it can call you back in if you're not careful

[Adam Goff] (30:33 - 31:21)

absolutely I would say you've completed it mate you really have completed the game and I've said this to you privately enjoy it while it lasts hopefully it lasts the next ten years now might be a really good time to look at your options because I think that's probably as good as it gets I think you've done remarkably well but nothing lasts forever just enjoy it I look back on those times of capital living and I think oh my god I can't believe I was making that much money and doing that little work but that was the result of ten years of hard work yeah man so you know yeah it's a funny one I think I think the pure definition is probably more on the pub landlord side but I think what you've said is really deep it's got to serve if your business serves you happy days it's got to serve you work to live don't live to work it's one of my objectives

[Josh Keegan] (31:21 - 31:39)

I love it work to live don't live to work you know what I used to side note I used to use this as a badge of honour I remember when I was an accountant I was working I was doing all my exams and stuff so I was working really hard I probably haven't achieved much yet I used to say to my friends do you work to live or live to work and they'd always say they work to live and I'd always say no I live to work I love work it was like this badge of honour

[Adam Goff] (31:39 - 31:42)

yeah I love to work I've been in the office till midnight

[Josh Keegan] (31:42 - 31:54)

I'm going in on a Sunday I mean maybe it was back then but now it's like no it's work to live my plans have changed on Friday now so I've got nothing nothing in the diary to work that's tomorrow and I'm just going to spend it with my family it's just amazing it's not go oh what else can I do

[Adam Goff] (31:55 - 32:04)

it's a value shift isn't it now your family's top before looking like you were successful and your work was top and then before building your business was top it's a value shift do you think

[Josh Keegan] (32:04 - 32:14)

so got 50 seconds left do you think you're so you're retired you talked about the fact that you may be you're not sure if you want to start another business do you think you get bored

[Adam Goff] (32:15 - 32:19)

everyone keeps saying this to me I would actually like to get bored my goal pretty much is to get bored by now

[Josh Keegan] (32:19 - 32:22)

because that's when you've had enough space from it to know

[Adam Goff] (32:22 - 32:23)

what you're going to want to do

[Josh Keegan] (32:23 - 32:23)

exactly

[Adam Goff] (32:23 - 32:55)

and I think you gave me some good advice the other night which was like whatever you do it's got to be fun it's got to be no stress and actually take as much time as you need and the Greeks said you work for 10 years and take a year off that's what the ancient Greeks said so I think well I've done at least I did it when I was 26 and now I'm 37 I'm going to do it again at least a year a couple of gap years to get bored and then see what happens I don't need to start another business but will I?

almost I guess almost certainly when you do unless someone offers me a TV role in which case I'll just be a presenter

[Josh Keegan] (32:55 - 33:05)

when you do it will be I imagine look at it the business you want it's got to be fun I might start a water ski lake wakeboarding I've thought about it

[Adam Goff] (33:05 - 33:08)

good nice two rounds there

[Josh Keegan] (33:08 - 33:08)

I don't know if that was

[Adam Goff] (33:08 - 33:09)

your question or mine

[Josh Keegan] (33:09 - 33:10)

but that was really fun that was my question

[Adam Goff] (33:10 - 33:47)

right round 5 it's you is it?

ok erm oh right diet we talk about me and you I feel like we've been through a journey with this man diet like you've been vegan you've been veggie I've been pescatarian we've both done body transformations we got down to silly you know starved ourselves for 6 months and took stupid photos with our tops off then we've sort of put the weight back on then you've slimmed down then you've given all the weight to me what's it all about?

I mean you've been vegan veggie what have you learnt about diet?

[Josh Keegan] (33:48 - 34:00)

well what I have learnt is we're both very similar and what I have learnt is we love a pudding we love a pudding shared a pudding last night didn't we but then that was me done for the night whereas I'm not going to repeat what you went and did when you got home

[Adam Goff] (34:00 - 34:01)

seconds and thirds

[Josh Keegan] (34:01 - 34:33)

yes so what I have learnt is we're very similar what I have learnt is most people have some sort of eating disorder most people have some kind of weird relationship or psychology around food because it's a drug absolutely but it's the only drug we all need so I think that is one interesting element there and I think you have you either I think you're either food focused or not food focused I think very few people are in the middle me and you are definitely food focused we think about it when we've had a meal speaking for me but I know you'll be the same when we've had a meal you think about when the next meal I'm thinking about

[Adam Goff] (34:33 - 34:33)

lunch now

[Josh Keegan] (34:34 - 35:47)

hopefully we are we can hurry up food focused so I guess the biggest things I've learnt is you can't out train about diet that's one thing that's a cracker I used to think that if I ate healthy I could eat whatever I want and I'd be in a really good shape you can't because peanut butter is apparently please don't anyone listen to this because eggs could be argued healthy or as bad as cigarettes you can do whatever you want on the internet but peanut butter is relatively whole food not with all the crap in it so you can eat as much of that as you want you can't you just get fat on it trust me does fat make you fat calories make you fat a lot of people listen to this and might still think that fat makes them fat fat is just dense calories so the reality is if you had a tub of peanut butter and you ate it you could probably manage it because your tummy shouldn't get too full you'd replace it with broccoli you'd have a mountain of broccoli you just can't eat it's just about food quantity isn't it it's filling your tummy with low calorific calorie dense food do you have to cut carbs to lose weight no there's no carbs before marbs it's just quality I did do that just for fun for lunch I'd said no carbs before marbs but yeah

[Adam Goff] (35:47 - 36:36)

so everyone's got an eating disorder I actually think the cut gave me an eating disorder I'm not sure I had one before why did you do a cut then well I'll tell you why I did a cut it was pure vanity so I used to be really into my fitness crossfit and stuff and I would be always one of the fittest guys in the gym and I went to Thailand I did a crossfit holiday there and I was winning workouts all the time but all the guys that I was beating were like looked absolutely ripped like men's health cover models and I didn't look that like that I looked alright and some people might say you look fine I was like actually I want to get in that good nick what do I have to do so that's when I got RNT and Akash and that's when I started counting macros and calories and the muscle was there I just had to shed the fat and then actually I was fairly happy with the results six months later you still got it thanks yeah

[Josh Keegan] (36:36 - 36:39)

you've done that you may have shifted a little bit

[Adam Goff] (36:39 - 36:41)

I've definitely put on I've put on about nine kilos

[Josh Keegan] (36:41 - 36:42)

you still look good for it

[Adam Goff] (36:42 - 37:18)

you've got a good muscle underneath thank you I enjoy working out but that that process because I took it to obsessive degrees with it and it was a competition between us and all the other board members I definitely gave myself like a bit of a weird thing about food but only realising it now and then yeah and then I guess when I was stressed I'd eat but maybe I did that before for me the whole journey since I started focusing on diet has increased my self-awareness like abs are made in the kitchen if you really want to look lean you've got to sort your diet out forget about the training unless you're a complete rake you know the fact is there's abs under there you just there's body fat on top

[Speaker 4] (37:18 - 37:19)

yeah definitely

[Adam Goff] (37:19 - 37:43)

so abs are made in the kitchen like you said you can't out train a bad diet and and like I don't think going to extremes is healthy I think if if you're not bothered about food and you're in one of those those nice positions where it's not you're not obsessing about it whatever you do don't start thinking about food like if you're happy with where you're at probably I would say like leave it because you can I think you can give yourself a bit of an issue

[Josh Keegan] (37:43 - 40:01)

so where I'm at now is I've gone to extremes to find a middle ground so I tried veganism yeah and like that was going to an extreme to find a middle and now now I I have one or two pieces of meat per week like this week it's quite normally when I'm out at home I never have it I've tried vegetarianism like similar find a middle ground I've tried the best around fasting found a middle ground yeah all that stuff I think one of the I think like like for anybody that's looking to to sort themselves out it is it is just unfortunately and this is why this is still being discussed is it's very personal I always say to carbs don't get put away they don't they don't for me I don't think they do for many other people but I could also eat a lot of carbs and I don't feel bad other people do some people prefer a high fat diet but some people prefer a carbohydrate diet I think some of the principles the main principle is like if you read any book Tim Spector's book Spoonfed amazing book talks about all the myths around food cool I haven't heard about that it's fantastic like great book and he does a lot of twin studies so a lot of his studies are actually tested on twins oh what a great but even twins are so different really because it's your microbiome anyway we won't get into it but sounded like some science don't eat processed don't eat processed food yeah that's the main thing don't overeat that's another thing find something that works for you I at the moment I'm doing 16-8 so like 16 hours of and I say this sometimes it's 14 hours sometimes it's 18 hours like right now it's probably like 18 hours and then I'm going to eat between for another 8 hours and like it's and I'll have one snack like 300 calories I'll have a main meal like 500 to 650 calories and then another snack and then a main meal in the evening but I don't necessarily count the calories anymore either I just kind of know yeah I'm kind of away with that it's getting intuitive so you can really make yourself too food focused which is not a good thing but I think just being conscious of what you're eating and starting to tune into did I feel good after that meal did I feel bad after that meal you said this morning you felt a little bit I'm sure you remember a little bit hungover we had one beer last night and we had steak, ice cream frozen berries it wasn't the beer honestly it was because you had dessert the food loads of frozen berries after you just overdid it absolutely it's sugar it's sugar, too much fibre and you woke up brain fog it's like you now know well you probably put too much into that cocktail to know what caused it but you know don't eat a whole bag of frozen berries before bed

[Adam Goff] (40:01 - 40:14)

it's not going to help I think I absolutely agree I think it's about going on your own journey but yeah if you're overweight and you're looking to get in better shape I think the thing you said about overeating I found out the other day this is one thing I struggle with

[Josh Keegan] (40:14 - 40:15)

I know what you're saying I love it

[Adam Goff] (40:15 - 41:15)

I always eat loads buffets are like my nemesis and it just takes so much self-discipline whatever's happened to me as a kid I'm still working on the reprogramming I'm much better but the Japanese say before every meal I think it's commonplace to say this they say a little prayer or equivalent and they say please let me stop eating before I'm full you never need to get full and the Japanese are some of the longest livers in the world and for me now I'm like well actually this is having a stress on my body I want to live to 100 that's one of my goals so I'm trying to have the discipline what I did notice about myself is with self-discipline generally I used to be an incredibly disciplined bloke but when I pushed it to the edge and experienced burnout during COVID when I was rescuing the business I had no self-discipline to call on my self-discipline reserves were zero and I was like what's wrong with me why am I not doing this and I realised because I haven't had enough sleep and burnout so you've got to be in a good place psychologically physically haven't you you've got to be in a good place

[Josh Keegan] (41:15 - 41:30)

sleep philosophers this is a philosophical thing like literally back ancient Greeks they used to talk about concept of you should eat to live not live to eat and they used to throw these huge banquets for an evening

[Speaker 4] (41:30 - 41:30)

oh yeah huge

[Josh Keegan] (41:30 - 42:07)

no but they used to let the servants eat and it was part of their discipline not to eat any of the food and they would just have bread and the servant food wow I didn't know that I think it's Epicureans yeah back in that day anyway it's part of their teaching right last one six rounds let's do it and then let's get some food so it's good we've kind of led onto it because I think we've both gone through a personal journey I was going to talk about sleep cool sleep good subject great we've not talked about it in a while yeah I think you're probably yeah I've gone through a journey because I've just had a baby so that's kind of interesting to see where I'm up to now but also what does sleep mean to you how important is it to you how are you managing it

[Adam Goff] (42:08 - 42:14)

what are the effects of it it's a great subject because I think so overarching thing is if you haven't read Matthew Walker's Why We Sleep

[Josh Keegan] (42:14 - 42:15)

or listen to the

[Adam Goff] (42:15 - 42:15)

Jay Rogan podcast

[Josh Keegan] (42:15 - 42:17)

or the podcast yeah the podcast is great

[Adam Goff] (42:17 - 42:18)

just listen to the podcast

[Josh Keegan] (42:18 - 42:18)

yeah it's all you need

[Adam Goff] (42:18 - 45:13)

it's so good and the key takeaway for me is that as hunter gatherers like homo sapiens our sleep must be important because if it wasn't how can we go into a basic basically a coma for eight to nine hours a day where we're completely vulnerable to all predators yeah it's a stupid thing to do but that means it must be so important yeah so if you don't think sleep's important then you're an idiot you need to you need to listen to this podcast yeah so for me I always slept well never had a problem sleeping until I started my own businesses and then the sleep started to suffer and as I've got older into my 30s it's been harder and harder to get good sleep and I did weird things like do a handstand upside down before I slept yoga pre-bed routines and the reality is as soon as I take away my stress I sleep well if I don't if I'm not at home and I go and stay in a hotel I'll sleep eight hours if I'm at home I'll sleep six or seven hours wake up two or three times in the night if I'm stressed so where I am my environment and my stress level is really determining my sleep and it's a bit like when we talked about diet earlier you can't I don't think you're going to do well losing weight unless you're well rested because if you're hungry some people eat when they're hungry when they're tired sorry when they're tired they eat so what I've learned about sleep is it's all to do with managing stress if you manage stress well you'll sleep better you know pretty unanimously seven and a half to eight and a half hours sleep my goal is to try and get eight hours and I'm at about 7.75 last month I track my sleep every week every night I now wear an eye mask that Tim Ferriss recommends like a really big silk eye mask and earplugs so I don't get disturbed in my sleep I like it to be really cold in the bedroom and I won't look at my phone after about six o'clock at night I do put my phone away I won't go on a laptop I won't go on a phone unless something urgent happens doesn't mean I'm not watching Netflix or chilling out but I do start to shut my brain down I have no problems getting to sleep I know everyone's different when I have problems sleeping it's when I wake up at 3am why do you care about getting a good night's sleep? because I've realised that if I don't sleep it's like I'm hungover if I haven't slept well it's like I'm hungover I like to perform my best all the time and I don't want to waste a day so why would you not be rested when I look at all the successful people I study like athletes especially athletes like Lebron James they just get their sleep they get 8-10 8-10 hours of sleep so it's just success leaves clues if that's what successful people are doing and Lebron James thinks it's that important I'm going to think it's that important so I want to be on my triple A game all the time and like yeah sleep I remember when we had cats previously I was like they used to wake me up and they used to really upset me I was like the cat is not more important than my sleep I love the cat but you have to be quite selfish with your sleep I don't know so it's absolutely high on my values now

[Josh Keegan] (45:13 - 45:21)

do you think that's another behaviour you've just kind of learnt when I sleep well I do better feel better no I believe it's an absolute

[Adam Goff] (45:21 - 45:42)

fundamental are you retired now Matthew Walker why we sleep the science says it people say I can survive off five hours I just don't believe it I think it's a it's a short game you're playing play the long game all the things I've read is you can't really make up sleep debt your brain suffers you age you eat more your concentration

[Josh Keegan] (45:42 - 45:53)

is not as good that's how important sleep is so if entrepreneurs start their journey and they're like right the only way I'm going to get everything I need I know entrepreneurs like it wake up two hours earlier do it I say do it you've got to do it

[Adam Goff] (45:53 - 45:54)

you do it

[Josh Keegan] (45:54 - 45:56)

I think it's bad

[Adam Goff] (45:56 - 46:12)

advice though you've got to sleep you have to sleep eight hours even when you're starting your business no when you're starting your business you have to put the shift in you have to sacrifice stuff one of the costs of success is less sleep and maybe a bad diet for a bit it's not the optimum but the rest of reality what do you think

[Josh Keegan] (46:13 - 48:13)

so I've gone for a journey on this so one of the things I started doing actually you mentioned it you've got yourself your Apple watch on there I went unplugged so I stopped counting my steps stopped tracking my sleep stopped weighing myself because I got like similar to you got a bit obsessed not obsessed but it just when you go on your scale in the morning and you've it's gone up and you don't really know why they pinch a bit down and you go that's really annoying that's not a good way to start that's not a good behaviour is it so obviously when I'm a child I was like well you know what I'm just going to take the pressure on myself so I went unplugged took my foot bath and now I just have an eyewear and a normal watch really enjoy it so one of the things I've stopped tracking my sleep is I've gone far less obsessive over sleep now before I did that though I had a good sleep routine like during lockdown in particular I was on every night ten o'clock how much sleep did you get I'd say so depends on the baby now so she sleeps very well Hayley looks after her in the night I'll get interrupted a few times but I'd say I go to sleep anywhere between 9.30 and 11.30 because it's just when she's crying upset and like we need a bit of time for ourselves so I've had to let go of that before it would stress me out I'd stress I've had to let go of that and now I wake up anywhere between 5.00 and 7.30 so I've got this when I don't have an alarm I think not having an alarm as well that is 8 hours in bed roughly that's good sometimes it can be 11 until 5.00 so sometimes it doesn't work it just depends on when Iris is feeding because then I'll wake up in the morning I'll take her out for a walk where Hayley will stay in I'd say I've become less obsessive over it I think there's a good element to that because you can get to a point where you're like stop enjoying your evening I'm tired I've got to go to bed at night and some of it is psychological so less obsessive has been good but I'd say I can feel it sometimes but I think what has been a saviour is no alarm in the morning so I think that's one of the big things so my before it used to be I'd always get to bed at the same time now I get to bed at different times I don't set an alarm in the morning so my body so I still feel good I don't feel tired no alarm I absolutely agree with that

[Adam Goff] (48:13 - 48:21)

no I don't I only set an alarm if we're doing a proper yeah if you need to be off light or something like that it is like no alarm I totally agree

[Josh Keegan] (48:21 - 48:21)

it is

[Adam Goff] (48:21 - 48:38)

and sometimes when you wake up and you go back to sleep for an hour and you think oh my goodness thank you so much for that hour exactly like the best days there's no doubt about it the other day I got nine and a half hours sleep and I had the best day I went from pillar to post

[Speaker 4] (48:38 - 48:38)

yeah

[Adam Goff] (48:38 - 48:51)

I was doing this I was doing that I didn't stop I was happy we had some drinks at night and at 11 o'clock I still walked the long way home I was like I've had the best day and it was because I had nine and a half hours sleep there's an element of guilt I think

[Josh Keegan] (48:51 - 49:32)

I've managed to let go of the guilt now so it used to be if I didn't wake up between five and six it's not a badge of honour to get up at 5am and have five hours sleep it's not if you're thinking that I think you need to get over it now I just go oh that's good I must have needed that brilliant because I'm not a lazy person I don't sleep in I want to be up it's good for the body it's great for the body so I think in terms of sleep my full kind of journey on this now has been particularly those with child permits and all of that so the one biggest thing you can do is obviously your sleeping routine is really important like where you can just get rid of your alarm clock and I think that is the biggest because then your body will self regulate and I think that is the biggest thing you can do to really like not only make your sleep better but also it makes you feel like you're on the weekend every day

[Adam Goff] (49:32 - 49:47)

yeah you're not getting up for work are you I think put your phone in the drawer like no phones in the bedroom absolutely no TV and yeah don't sit and laugh that's game changing boom boom it's a pleasure I've only got 6 rounds 6 rounds congratulations

[Josh Keegan] (49:47 - 49:50)

boom we made it very good thanks for your time

[Daniel Hill] (49:56 - 50:20)

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