**PEP 44 Edited\_Transcription**

[Daniel Hill] (0:05 - 28:57)

Welcome to the Official Property 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. Hello, and welcome to this next Official Property Entrepreneurial Podcast. What I'm going to do is I'm going to take you through something that has happened to me on and off for the last 15 years.

Something that can really, really get in your way, slow you down, create issues, and be really disappointing when it happens, but also can be prevented and avoided if you know what it is and if you know it's coming. In this podcast, I'm going to talk to you about a thing called the letdown effect. And over the last 15 years, this has happened to me in various different experiences, but three significant ones I'm going to tell you about, where what should have otherwise been perhaps a great celebration, an opportunity to pop some corks and celebrate something that had taken place, actually ended in a period of disappointment, a period of deflation, a period of actual illness, and a period of really not being in a great place. Most recently, this has happened to me, and you're probably going to get some transparency of this during this podcast, and I'm going to share with you what it is because despite having experienced this in different experiences over the last 15 years, I never knew what this was. I didn't know how it worked, and now that I do, I know that it's highly, highly predictable and highly avoidable.

And as I go through this, many of you will experience this on a reasonably frequent basis, but when you understand it and understand how it works, hopefully the outcome of this podcast is you'll see it coming, you can avoid the inevitable, and you can stop a repeat of this happening to you. So whilst this happens to us as high performers, as high performance entrepreneurs, people who want to go out there, make things happen, work too hard, burn the candles at both ends, perhaps don't look after us as well as we should do in that peak state, this may happen to you on a monthly basis, it might happen to you on an annual basis, or there might be a few cases coming up, a few points in your time coming up, or a few cases that have happened recently where you can relate to it. I'm sure this is going to sound very familiar. So three really significant times when this has happened to me, and I can actually relate to the letdown effect now and understand that that's what it was, it's also probably happened on a smaller basis that we just get on with and we don't particularly notice.

The first time was when I finished my placement year in 2008, I think it was, I did a placement year during my degree, and during that placement year, it was the first time I'd ever had a job, I decided that two things, one was I was never going to work for anybody else in my life, and the second was the harder you work, the more you get paid. They were the two things that I learned from my placement. Basically I realised employment was not the place for me, and I didn't enjoy the environment of being an employee.

Now that's quite a bold thing considering I'd been at university, I'd always been an entrepreneur, but was doing my university degree, which is basically your backstop if self-employment doesn't work out. And having committed to myself that I was never going to go back and work for anybody else again, having had that experience of a year in placement, I then had two ginormous challenges to take on. The first at university was to get a first class degree, because I knew that if I needed to fall back on it, I wanted to have done the best I could, I spent four years doing the degree, reasonable investment on the part of my parents and my student loan and the time and the effort and the energy and the money that had gone into it, I wanted to get a first class degree.

But then simultaneous to that, I wanted to get a business started, because if I was going to hit the ground running and finish university and go straight into running a business, I needed to make sure that the wheels had already been in motion, the tires were warmed, and the business was ready to support me financially. Going all guns blazing into this year, what I did was I started back in September, started the business, put my whole student loan up, went and bought a load of branded hoodies, got deals agreed with all the schools in the uni, started getting that side of things going. But simultaneous to that, I started burning the candle at both ends and going all guns blazing with my degree, so attending my seminars, going to extra events in the evening, reading the journals, literally working 10, 12 hours a day on my degree, and then probably another 4, 5, 6 hours on my business.

All guns blazing, very little sleep, high amount of pressure, high amount of physical and mental energy going into it. And what happened was I started that in September and was doing literally minimal sleep, maximum study, work, starting the business, burning the candle at both ends, not looking after myself, not sleeping properly. Got to the November and just felt really ill and had a sore throat, my head was cloudy, didn't feel hugely energetic, and that went on for about a week or two weeks.

Didn't seem to be getting any better. I went to the doctors and they said, oh, you've got tonsillitis. I thought I had a chest infection or a throat infection.

And they said, you've got tonsillitis. So for tonsillitis, those of you that have had it, they give you penicillin, gave me penicillin. That took us into the sort of middle of November, end of November, into the beginning of December.

Didn't seem to be getting any better, but still grinding out with the business, grinding out with the degree, going all guns blazing at keeping this thing going, not taking any notice of the fact really that I was pretty ill. And it got to the beginning of December, middle of December, and this had been going on for maybe six weeks, six to eight weeks, actually. And went to take my granddad his Christmas present and was sitting there feeling really ill.

It was the first time I'd stopped in probably about four weeks. Had some dinner, sat on the sofa, looked across the room. And I can remember it vividly now, looked at my granddad sitting on the other sofa, and I started to hallucinate.

And his face actually came off of his skull into the middle of the room, and I just started hallucinating. I laid down. I said, look, I'm really not feeling well.

Just laid there for about an hour, two hours. He's like, you sure you're okay to drive home? I was like, yeah, fine to drive home.

Drove home. And he said, make sure you get yourself down to the hospital. Next day, went to the hospital, took a blood test.

And the blood test came back, and they said, what's happened is you've not had tonsillitis. You've actually had glandular fever. Now for those of you that have had glandular fever, so that's the only time I've ever had it.

I think you can only get it once. Don't quote me on that. For those of you that have had glandular fever, you'll be aware that it knocks you for six.

Like if you get glandular fever, you're basically supposed to be laid up in bed, don't move for like six to eight weeks, and just get rested, get well, because it can have some real permanent damage. Now, I was going all guns blazing with my degree. I was trying to get this business going.

I was working maybe 16, 18 hours a day, not sleeping, going all guns blazing, stressed, working a million miles an hour, not looking after myself. And not only was that creating burnout, but also I had glandular fever. Now that is not a great thing to do.

I said to the doctor, what do I need to do? He said, well, actually, you've had glandular fever. You're now getting over it.

There's not a lot you can do. And anyway, the outcome of that was twofold. One, I had glandular fever, which you shouldn't even be able to move out of bed with.

And I was going all guns blazing, trying to get a first class degree and start a business. And the second was once that actually settled and came down and I completed my degree and did my exams, completed my degree, and the dust started to settle, I actually ended up with a huge amount of side effects. I ended up with a thing called antiviral disassociation, which is basically hallucinations, out-of-body experiences.

So if I was tired or I'd been out drinking and the next day I'd been out drinking at uni and the next day I'd be, say, hungover or jaded or tired. You'd have these out-of-body experiences where you recall mechanisms between your brain telling your hand, mine used to be like my hand was one, I'd look at my hand, move my fingers, and my brain was telling my hand to move my fingers. My fingers were moving, but I wasn't, I couldn't feel it in my body.

That sort of feedback loop had disappeared. And I had this for about 18 months. The side effect of going all guns blazing and not looking after myself.

When the dust settled, this shock factor came in and it created antiviral disassociation and also short-term memory loss. My short-term memory was just shocking. And that lasted for about a year and a half.

It wasn't a great experience, but that was the first time when I realised physically and mentally you can push yourself through a really serious illness, basically, and not have any effects in the moment. But then when the dust settles, it can be really significant. And in that case, it was antiviral disassociation and short-term memory loss.

The second time, less significant, but equally disruptive, was in 2014, I think it was. We did a strategy called Good to Great, went all guns blazing, scaled the development business, scaled the deal sourcing company, scaled the portfolio, literally just one of those years where you go all out. And then at the end of the year, we had the, I don't think it was the retreat, I think it was the AGM, our annual general meeting.

We flew over to Portugal, hired a villa for the week. And you know what it's like when you've got that date in your diary, you're going to go on holiday. Finally, the work of the last three, six, twelve months is going to be worthwhile.

The rubber hits, the tyres hit the tarmac, you get off in the sun. Literally, as soon as I got off the plane, I started having a runny nose. Like you can hear now, which is not a coincidence.

Runny nose, started to get an acidic throat, started to get a bit of a headache, a bit of a migraine, wasn't feeling well. And anyway, for the first three days was literally written off, just sneezing and coughing and just really, really ill and exhausted. And I had ulcers in my mouth, I had, I just remember being really sweaty.

And for those of you that have had a cold recently, you'll know when you just, you're blowing your nose and you're just really not in a good place and your body's clearly given up the ghost. And I had that experience. And bearing in mind it's only a seven day holiday, to have the first three or four days written off with being basically pretty much bed bound and ill.

And then for the next three or four days trying to come out of that recovery, and we all know what it's like when you've got a, had a decent cold, it doesn't disappear overnight. It can take a good week or so to feel better. And in that case, what was supposed to be a celebratory week of celebrating a great year in business actually turned out being half of it wrote off with being ill, not fantastic.

And then most recently, so that 2019 was a little bit different. I didn't actually come off that one. 2019 went bonkers for a year.

At the end was just burnt out. That was more of a emotional and physical burnout. But then most recently this year when all guns blazing, literally broke our record for up and give back, raised £126,000 to build a homeless end to end homeless unit, sold over a dozen companies, broke the record for all of our property entrepreneur programs.

They sold out in record time, expanded each of those, did more events than we'd ever done, survived the pandemic, took on some ginormous developments, did the biggest developments we've ever done. And literally just went all guns blazing for another year to see what I was capable of. Wasn't ill for a single day.

Wasn't ill, wasn't off focus, was locked in and was under pressure and was stressed without a doubt, like pushed it and pushed it and pushed it to make sure that we smashed everything we wanted to smash. And we did that. And then got on the plane as normal, end of the year, absolutely exhausted, absolutely burnt out.

But again, having achieved loads, broken the records, won the awards, achieved the successes, smashed the targets, not had a day's illness all year. And then rubber hits the road. First of all, in, um, first of all, in Majorca, get to Majorca.

Oh, this is amazing. Go out, have some beers on the first night, get it, wake up the next morning, horrendous. In fact, no, sorry, week before that.

So week before that, we were tailing off the week and I had the worst chest pains. I had these chest pains, like, I don't know how to explain it. Just chest pains.

And obviously anything to do with your chest is paranoia essential because then you're paranoid about what is it? Have I overcooked it? Is it stress related?

Is it something else? What's caused that? Had these stress, these chest pains for about 10 days.

Then went out and had some beers. I went out, had some beers on the first night, had a bit of a celebration in bed by midnight, didn't go completely crazy. Woke up the next day and had a bad stomach.

So, okay, you know, first night, first day, maybe foreign food, maybe foreign water, just really bad stomach, unsettled stomach, no good. Next day, chest pains moved into stomach pains. And I had these stomach cramps all day, literally paranoid about eating, paranoid about drinking water, just thinking these horrendous, like, stomach cramps.

I didn't know what they were. I didn't feel good at all. That night, I started to feel really tired.

Went out for dinner with all the board members. Excused myself early, went to bed at nine, woke up at half 11. And then literally from half 11 at night to half five in the morning, so for six and a half, seven hours, every half an hour on the hour was off to the bathroom.

Won't go into details, but literally the body spent eight or nine hours emptying itself out, literally stomach cramps, bad head, my stomach retching to a point where I literally couldn't breathe. I was literally on my knees feeling like, at one point, I was like, I could actually die here. I feel like I could actually die.

I'm in such a bad place. And then, you know, you empty your stomach out, you start to regain sort of balance again, and you feel so better after you've been sick. And you think, oh, thank goodness that's over.

Lay down about half an hour on the dodge again, and the body just emptied itself out. It was absolutely relentless. So then for two or three days, I was just exhausted, you know, had a horrendous stomach, couldn't eat for two days, couldn't keep anything down, started to refuel, started to rehydrate, finally felt better by the last day of that trip.

Flew back, did an event for a few days, all good there, not feeling too bad, few chest pains, not too bad. Flew over to Tenerife, I think it was, or Gran Canaria. Flew over to Gran Canaria.

First day, slept the first day, woke up the next morning, and I had an acidic throat, a really dry throat, and I thought maybe it's the air conditioning. You know, maybe, hopefully it's just the air conditioning, dry throat, you know, a bit of a hoarse voice, hopefully it's just the air conditioning. Saw sort of mouth throat, then started to move into my chest, chest started to turn into a cold, then woke up the next day and had a cold.

Next day had sneezing fits, literally I just couldn't stop sneezing. Then it went into my chest, into a cough, and literally spent the whole week, the first day and a half maybe I was without illness, but then I was just coughing and I had a bad chest, sneezing, not sleeping at all, waking up at 2.30 in the morning, like cold sweats, not getting any sleep, and then literally landed back in the UK yesterday and I'm just about better. So this is four and a half weeks after the retreat, basically, or four and a half weeks after we basically finished the championship season.

And the whole four and a half weeks, which I should have been celebrating, relaxing, getting rest, getting sleep, having a great time, the first four and a half weeks I've just been ill, chest pains, stomach pains, physically being sick, my body emptying itself out, like being sick, having a bad stomach, being unable to take on food, finally rehydrating, getting a cold, and it's been an absolute disaster. And I had a conversation with Adam, I think it was, one of the board members, and he said, you sound like you've got a cold, have you got a cough?

I said, honestly, I don't want to have a pity party for myself, but everyone thinks I've spent the last four or five weeks with my feet up, popping corks. I've literally just been ill the whole time. And Adam, it was Adam who actually said to me, Adam said, oh, it's the comedown effect.

He said, it's well known, everybody gets the comedown effect. And he was like, you had it before in XYZ. I was like, do you know what, I actually did.

So I spoke to Akash, who is one of my fellow directors at RNT Fitness, and he said, yeah, it's called the letdown effect. And he sent me a blog article from a couple of years ago that he wrote. And I read it, and it just says exactly that.

It says, after periods of high stress, now this could be a relationship, it could be a business deal, it could be a business sale, it could be a stressful career, it could be a recession, it could be a pandemic, it could be a stressful period in your life due to family issues, whatever it is. Basically, you have this high period of adrenaline, of stress, of operating at full tilt. And then it basically drops off the side of a cliff, it ends, it finishes, you know, whatever.

The summer season finishes, the championship season finishes, you sell the business, you get the deal done, it finishes. The levels drop, and then you just get really, really ill. And I'm not going to go into the science about it.

It's to do with the different levels in your body, it's to do with your adrenaline, it's to do with your immune system, it's to do with your white blood cells. This is a scientific thing. And basically, this happens for two reasons.

And what I'm going to do is give you the two reasons, and then just give you an insight into how this can be avoided. So the two reasons it happens. The first is when you're operating at full tilt, your adrenaline levels are really high, your stress levels are really high.

And some of you are operating like this for like maybe three weeks, four weeks at a time. Some of you have been doing this for three years, five years at a time. And this letdown effect can actually cause, in the worst case, it can cause death.

You can actually make yourself, you can drive yourself on adrenaline for so long, when it drops off, it can actually create some fatal impacts on the body. There's also some studies, may or may not be related, about when people retire, that it can actually cause heart attacks. Because let's say you've done a job for 30, 40, 50 years, high stress, high pressure, blood pumping a million miles an hour of adrenaline, and then it stops.

And you literally retire. You turn your phone off, you close your inbox, you retire. The heart can actually shrink.

Now, I haven't read any scientific stuff on this. It was on a number of threads that I was reading around the letdown effect, and I have heard it previously. The heart can actually shrink, and it can cause premature death.

And in fact, I mentioned this at the retreat, and people said there's certain, I won't say specifically which ones they are, because I don't know for a fact, certain industries where this is notorious, where people retire, and the average life expectancy after retirement is a very, very short period of time. In one case that somebody told me, actually, was months after retirement, was like the average time before fatal illnesses started to set in, which is absolutely bonkers. And the reason for this podcast, completely avoidable.

So the two things, the first one is you've been operating at full tilt, your adrenaline levels are at a high level. Your body's basically in fight or flight. So it's like, it's ready to fight this.

Adrenaline high, take it on, let's go for this. And what it does is it basically fights off all the illnesses. So it fights off all the illnesses, and that's why you can, when you're operating at full tilt, not looking after yourself, you can sometimes not actually get ill, because your adrenaline levels are so high.

So it's high, it pushes it off. But what it actually does is, as it drops down, a lot of these illnesses that you've not, a lot of these illnesses that you've not fought off are actually still in your body. So there might be cold or flu illnesses.

There may be certain types of viruses, whether they're stomach viruses or even diseases. Your adrenaline level's so high, your defense mechanisms are up, that your body defends them to a degree, but there can still be latent, related bits in your system. So the first thing is that you've actually still got those in your system.

And when the adrenaline level drops down and the fight and flight drops down, actually those cold or stomach bugs, sickness bugs, illnesses and even diseases can then come and get you because your immune system goes down to a normal level. That's the first thing, is that you had illnesses but you didn't get ill, but you're still carrying them. The second thing is that actually, as your adrenaline level drops aggressively, it actually takes, and this is double bubble for the first point, it actually takes your immune system with it.

So it pulls down your immune system, so you're automatically then far more susceptible. Not only previously were you above protected, so you were basically not bulletproof, but you had additional protection. When it drops down, it takes you below a normal level and now you're super susceptible.

So you think about periods of time when you would be more susceptible to disease or illness, it makes you more receptive. And then that drops down and either the diseases or the illnesses, the viruses that are in you can then get you, or your immune system drops off and then you're in social settings, you're out drinking, you're out going eating in restaurants, and you're more susceptible to pick up those colds or viruses. So they're the two things that can happen.

And the reality is this has probably happened to you before. You can probably think of a time where you went all guns blazing, didn't get ill, ended quickly, and then you got ill really quickly, like the three times I've shared with you then. The key thing to note here is it's completely avoidable.

And what we want to do is tune into two things. So the first one is when you're approaching these significant challenges and projects, is try not to do it for a sustained period of time. So trying to make sure that, and the first thing here is that time off is not a luxury, it's a requirement.

So time off is a requirement, not a luxury. If you can take every weekend off, and also take a week's holiday off every four weeks, six weeks, eight weeks, 12 weeks, what it does is it allows you to break down that cycle and lower those immune systems, lower those adrenaline levels, lower those stress levels. And it prevents that big build up of this artificial protection that when you fall off a cliff with it, if you do hold it on for three, six, 12 months, or three years, or in worst case, three to 10 years, and then it falls off a cliff, it has real lasting damage.

Look at the example of me having glandular fever, that was maybe nine months of not taking a break. And then when it dropped down, I ended up with antiviral disassociation, hallucinations and short term memory loss, because I'd just ridden it out for so long. So the first way to overcome it is break those down, have spot, like hunt like a lion, go out, attack, retreat and rest, and go out again.

Our egos don't want us to do this, our drive doesn't want us to do this. There's so many reasons why we choose not to do this, but it's absolutely essential. And I do know it's so much easier said than done.

But the first is to take breaks, take weekends off, don't work in the evenings, prevent it like that, prevention is the best cure. The second thing is if you know that actually you've completely mishit that, you've had to run this for three, maybe you're in a court case, or you're going through a divorce, or you've got a particularly difficult development that has taken you 12 months of working seven days a week, and actually you know that this cliff edge is coming, it's just a time to taper off. Don't let those adrenaline and stress levels drop down immediately, say right, this deal is going to be over in 12 weeks, I need to start tapering off.

You know, rather than go all guns blazing, peak at the end and then fall off a cliff, is actually start to introduce those breaks, start to introduce those weekends off, start to reduce those working hours. And simultaneous to that, just try and do anything you can to look after the body, so sleep, detox, reduce your intake of anything that you shouldn't be eating or drinking, start to increase your natural oxidants, increase your vitamin C levels, take additional supplements if it's in the UK and it's winter, take your vitamin Ds, and just see this cliff edge coming, because when you get on that flight and you land in the sun, and you want to be drinking pina coladas in Marbella or wherever you want to drink them, the last thing you want to do is land, fall off that cliff edge and be ill for a week. And in worst case, you know, if you've been riding this out for 12 months or three or five years, end up with short term memory loss or something, you know, something really bad like that, or even, you know, even potentially worse.

So this is called the letdown effect. It's happened to me over the last 15 years, three main examples there that I've shared with you that I'm sure sounds familiar to many of you. And hopefully that sort of anchors what it is, working hard and then being ill, working hard with no illness and then being well and then being ill afterwards.

I literally, I'm still ill now. This is four and a half, five weeks of just being ill in different scenarios. And it's completely self-inflicted.

It was 12 months, very little breast, very little break, ridiculous stress levels, all hands to the pump, all guns blazing, no thought of the end game. And the penalty is, you know, it's a small price to pay. Granted, I've been, I've been in the sun for the last four weeks, enjoying myself, but I've been ill and it's completely avoidable.

Hopefully that resonates with you. You'll notice it on a smaller basis when you have a big week or a big month. It'll also happen.

Excuse me. But the moral of the story is it's completely preventable. It's completely avoidable.

Time off is a requirement, not a luxury. And then second, if you have overcooked it, you have, you've not looked at the red flags and you are heading in for a come down and you are looking at some big letdown effect, taper it off, gear yourself up for it and just try and take the edge off. So you don't end up wasting that victory lap that is otherwise supposed to be a celebration.

Hopefully it gives you some insight. That is called the letdown effect. It's a lesson learned for me this week and hopefully that's some insight for you and can prevent you from a similar experience in the future.

So remember, ladies and gents. In fact, I had a call today with a property entrepreneur who's just sold their business. I said, just to let you know, this is what's going to happen.

I suspect you're going to get ill. I suspect you're going to have the letdown effect. I suspect blah, blah, blah is going to happen.

They said, you know what? I've got toothache. I've got a backache.

I've not been able to go to the gym all week. I don't feel like we've even stopped yet. I was like, there we go.

Success and failure are very predictable. So remember, ladies and gents, success and failure are very predictable. Health is wealth and we're nothing without it.

That said, you know, the outcome is inevitable when you're a property entrepreneur or any entrepreneur. High performers, you know, we're our worst. We can't even protect ourselves from ourselves at some point.

But take it on board. See it come in. Mitigate the risks and try and avoid the outcome that I've experienced over the last five weeks of celebrating with a cold and every other virus that's been trying to get me for the last 12 months.

So I hope you enjoyed that. I hope you give us some insight. Take care of yourselves.

And remember, it's all about wealth, health, life by design and success and failure are both very predictable. So avoid the letdown effect. And I look forward to seeing you on the next podcast.

All the best till then. Thank you for listening to the official property entrepreneur podcast. Trust you found value and insight in the topics discussed.

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

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