**PEP 50 Edited\_Transcription**

[Speaker 3] (0:05 - 0:25)

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 - 2:26)

We are live in the property entrepreneurs community, very, very welcome to the hall of fame. So today, guys, I've got a very, very special guest. We are speaking to an award winner, no other than the property entrepreneur of the year 2021, Mr. Guillaume Black, and what we're going to be diving into this session today and what we're going to be welcoming to the hall of fame is because most people look back on their year and they had a pretty underwhelming year. They may have changed a few things, they may have made a little bit more money, they may have done a few bits of health and fitness or some health goals, but generally they'll look back and it was like, it was a small incremental change as opposed to a radical step change. Guillaume didn't do this. He joined as a property entrepreneur around a year ago.

He came in and he knew that he wanted to fundamentally change his life and he's had the most game changing year. He looks back on his year now and he can't even recognize who he was or what he was doing only around 12 months ago. He now lives a life by design.

There's still more work to do, but as a result of all that hard work and those game changing, life changing experiences, he step changed his life, step changed his business, and as a result, all that hard work culminated in him being awarded property entrepreneur of the year 2021. So we're going to deep dive into that journey now. So very, very, very warm welcome Guillaume to the hall of fame.

Congratulations. Thank you very much, Josh. Thank you very much for having me.

It's an ultimate pleasure and honor to be here with you today. Thank you. Yeah.

Good man. So first, and probably the most important question I've got for you today is, have you had your cold shower this morning? Oh, yes.

Yes, indeed. And I have for a while now. So one of Guillaume's, at the moment on the program, we're doing a handful of habits and one of Guillaume's habits that he's adopted has been cold showers in the morning.

And yeah. How long have you been doing that for now?

[Guillaume Black] (2:27 - 3:03)

I've just started this September. So I think Andy sent me some videos on Wim Hof and like breathing exercise and so on. I sort of surprised myself that I could hold my breath for three minutes plus and things like that and say, oh, there's got to be something to it, you know.

And because I got into my running this summer, as you know, and, you know, I wanted to improve a bit my time and looking at the benefits of cold exposure and I've sort of been doing this since a couple of months now. It's been good to me, you know, for, yeah, I think for blood displacement in the body and speed on the track kind of thing. So that's been pretty good.

[Josh Keegan] (3:04 - 3:12)

I didn't actually know you were doing it for running as well. I didn't know that was one of the kind of the gyros behind it. That's really interesting.

I thought you were just doing it to kind of wake yourself up.

[Guillaume Black] (3:12 - 3:23)

For performance. Yeah. So it's not necessarily in the morning.

It'd be whenever I have the shower. So it can be, yeah, when I'm in the day or in the evening, I'll do it once a day to shake my cardiovascular system a bit, you know.

[Josh Keegan] (3:24 - 3:35)

Could you, so before you came on the program every year ago, I'm going to dive into that journey a second. Could you, could you imagine telling yourself in 12 months time, I'm going to be waking up and pumped about doing cold showers because I want to increase my running time?

[Guillaume Black] (3:36 - 4:19)

I didn't joke about it last year because when I, you know, obviously you go into a property entrepreneur and you, you are in a full room of amazing people, you know, you know, this is the home of high achievers and, and it, the quality of the training is by the content of course, but also by the, the, the, the quality of the people in the room. And I was looking around me and I was sitting next to Yann and he's like, Oh, I'm running 70K a week. Yeah.

And then on the other side, you know, I'm starting 75R and he's like, Oh, surely I'm in the right, in the right room, you know? And, and I used to joke, you know, like when they were on running people for 75R, I said, well, maybe next year and you know, maybe, maybe I'll take cold shower as well, you know, and it's funny or you're down the line, you've done all these things, you know, in a way.

[Josh Keegan] (4:20 - 4:36)

Thoughts become things, choose the good ones, as we always say. And you've chosen the good ones and that will kind of reflect in your journey as we go through it. So just that, just briefly, I've now given you a bit of an introduction, but just tell us who you are, what your company does and how long you've actually been on the program for.

[Guillaume Black] (4:36 - 5:30)

Yeah. So my name is Guillaume Black. I've been on the Property Entrepreneur since one year.

And so I'm the owner, co-founder and CEO of Property Filter. We are a software company basically that empowers property investors and property entrepreneurs to excel at finding deals without the hassle and the sacrifice of their police time. And we do this by funneling on the market residential leads to them on the, you know, to our members on a regular basis and then supporting them to take the necessary action to scale these into deals.

And it's proven, it's unique and it's disruptive and it's changing the way people are investing in property. And a year ago, this did not exist. So I got sort of, we started and went through the form phase of the business in the first year of Property Entrepreneur and it is what it is today, you know, thanks to the program and the support of my peers on the program.

[Josh Keegan] (5:32 - 6:03)

So it's interesting that the business didn't exist 12 months ago. So one of the things we have quite a lot in Property Entrepreneur when people are considering whether or not to come on, sometimes they say, well, I don't have a business yet, or, you know, I'm not ready because my business hasn't been started yet. And it's like, well, don't go away, create a mess and then join Property Entrepreneur.

Join us from the start. We spent three months working on strategy to work out exactly what your business is going to look like. We designed that business and we'll build it with you.

And is that the journey you went through or where were you before you got started?

[Guillaume Black] (6:03 - 9:00)

A year ago, I was full time, you know, in, you know, 200% more than full time employee that basically very busy, being very busy working. I was in a 10 years career in engineering. And actually, I've got a very sort of traditional, I would say, culture or upbringing.

So from, you know, coming from France, it's not a very entrepreneurial place, you know, basically. I did a master's degree in engineering and all my alumni friends, they are all working for big companies, you know, they're all like in this corporate world. And it's very, I don't know any, any, none of my friends is sort of self-employed, you know, to this day.

And it's quite a different culture to here. And it's very much a case of do the best, study the best thing you can, get a job, you know, and try to make your way through those big companies, it's sort of the culture. So I am, I was 10 years where I've only been working for this one company since I graduated and I was quite happy at the beginning.

And I had some really fulfilling, very fast growing career and good opportunities as well, great support. But I was just, I think where I was last year was probably that I've started to lose purpose a bit with the industry. It's not so much the company I was working for, but it's really the overall industry.

My role, I changed from operations to more sales and more political activities, which I didn't quite enjoy. And so I had a property business for three years. So we are doing some single heads, HMOs and things like that, but not really something I could know what was sufficient to, let's say, cover my costs or quit my job.

And so I was working full time and I went into the autumn season looking for what I could do to, you know, to sort of replace my cost and ultimately live, not a life by default, but a life by design. And it's when, I think at that time, that time last year, we had some sessions with Daniel Priestley. So we've obviously, we are very deep into the journalings.

I went through four of these journals in the last season. And we had a session, remember, with Daniel Priestley, and he talks about the mountain of value you're sitting on. And it was quite eye-opening for me to say, okay, everybody's unique.

Everybody's got something to bring to the marketplace. And actually for property business, we had a very ugly, clunky little software that we're doing, you know, some automation for property business. And we said, well, this is what's unique about us.

We need to productize this, you know, and offer it to the market because it's got huge value. And we went an inch wide and a mile deep into this, and we pushed this business through the form stage. So we incorporated in April and really built the assets for it to work for people.

And now we are just moving into storm at the moment.

[Josh Keegan] (9:02 - 9:33)

So to summarize, you were working a job, you were kind of in a place where you've done a bit of property, you wanted to kind of go more deep into the property, and you wanted to kind of have the confidence to finish that kind of corporate world, that corporate career. And you wanted that peer group by the sounds of it to kind of work with to actually, to just go for this and actually just live your life by design, which was creating this. You probably didn't know it was creating this business back then, did you?

You just kind of just in a place where you knew you wanted to do something, you weren't sure what it was. You need that group and that environment to facilitate it.

[Guillaume Black] (9:33 - 10:26)

I think something I didn't touch on is my health position, maybe at the time. So really living a life by default and being talked around by life, basically, it was pretty much where I was. I was really going through the motions on everything.

I was overweight, I was smoking, I was drinking quite a bit. And I think culturally, I've always been drinking quite a bit. And really coming to a point where there was no purpose, I was a bit stuck in a way.

Just living this corporate world, corporate life, working very hard during the week and trying to have too much of a drink in the weekends. Yeah, smoking regularly. I was like two stones more than two stones more than I am today.

I was barely doing any sports or any activity. Just lacking a reason to wake up, you know, happy and energized.

[Josh Keegan] (10:28 - 11:25)

So obviously, we know where you are now, so you were like, if you don't mind me saying overweight, had probably more bad habits than good ones, smoking, drinking a lot. And you're working a corporate career that you weren't particularly enjoying or you didn't feel enthralled by anymore. I like the phrase, by the way, life by default rather than life by design.

When we talk about being an entrepreneur, having a life by design, actually designing the life you want, I've never really heard that kind of concept, which I guess is where most people are, which is the life by default, which is what many people just fall into. They just fall into a job, fall into bad habits, fall into a routine that they don't particularly love. And it's about creating that life.

So if we spring forward to where we are now, like a year on, and obviously having just one proper entrepreneur of the year, what does life look like now for Guillaume? What's the kind of key changes that obviously you can see you've lost the two stone, but what else?

[Guillaume Black] (11:26 - 12:12)

So everything is much more intentional and there's a purpose to everything. So on a proper entrepreneur, you talk about the big values and the drivers are health, wealth and life by design. And if I look at health, so I don't smoke anymore, I'm three times more active, if we think in terms of steps.

I barely drink anymore. I've lost 12 kilos, more than two stones, a bit more than two stones. My cholesterol has gone down like 20 percent or something like that.

And I didn't do any exercise or running. And this summer I went through a bit of a bit of a coach to half marathon sort of program, you know, and I'm running 30, 40k per week, you know, which is quite, you know, a year ago, I couldn't I couldn't run four kilometers in a row, you know.

[Josh Keegan] (12:12 - 12:15)

Did you say couch to half marathon?

[Guillaume Black] (12:15 - 12:25)

Yeah, I started, I properly laced my shoes in July. And I and I and I did a one hour forty five marathon, you know, a month ago.

[Josh Keegan] (12:25 - 12:31)

I thought you meant couch to 5k, couch to half marathon, fair play to you. So you've done a half marathon now.

[Guillaume Black] (12:31 - 13:02)

You know, I didn't even plan for this. It's just you are you are in this, you are energized, you are in this, you know, in this momentum, the flywheel is going. And, you know, I didn't plan to lose weight, you know, last year.

I did write in my journal that it'd be a good goal to have, but I didn't I wasn't on a diet, you know, I just give them a more purposeful, purposeful and driven life, you know. So it's not like I've not been on a diet all year and I suffered all year. It's just I was more mindful of what I wanted in my life.

And naturally things changes, you know, changed, you know.

[Josh Keegan] (13:02 - 13:29)

Which every when you when you start replacing bad habits with good ones, you don't necessarily need a diet when you when you start when you rather sit on the sofa in a bag of crisps or drinking a bottle of wine, when you start doing a 5k run instead, like your weight will naturally take care of itself, won't it? So it's a it's brilliant here. What about your businesses?

So health you've nailed. Yeah. And then and then from a from a kind of wealth perspective of what you're building now with all your different companies, talk us through that.

[Guillaume Black] (13:30 - 14:00)

So from wealth, so the I talked about the property portfolio, which was a modest size. And now we've tripled the size of this portfolio. So I work with MDLR on the on the property aspects.

And actually, I focused my summer last year on the, you know, on deals and finance, basically. And we've now got things in the pipeline and going through planning or going through conveyancing, which will double the size of the portfolio. So that was a big focus of the summer.

[Josh Keegan] (14:00 - 14:04)

And then how did you meet Andy? Was on the program? Was it?

[Guillaume Black] (14:04 - 15:11)

I knew Andy since a couple of years. Oh, great. We've done my first HMO together with him.

So he's obviously quite experienced in this. He's a bit of a he's a bit of the HMO expert in Birmingham. You know, so I got close to him through through some of our program and meeting him through networking.

And I've known him for a couple of years before we started. But we we really cemented our relationship on the program. And obviously, he's also a high achiever.

And it's been very good to keep each other accountable because the two of us were together on the program. So I'd say to someone who is who is looking at at some point, I join, you know, doing the blueprint or something and encourage you to do with, you know, your better half or a business partner, because it's such a high paced journey. You know, you would leave all the other people in your life to dust.

So you'd want to share this with someone, you know, because I'm so grateful we did this together with Andy because we were, you know, fast paced and, you know, I, you know, I achieving, you know, through the, through the program, the basically the homework, the content, going through this together with the same intention to to really smash it.

[Josh Keegan] (15:11 - 17:10)

So you guys just just to just add to that success and failure, both very predictable. You and Andy, you're at every session, right? With your journals put down, you like literally do all the 28 day challenges, you execute everything we tell you to do.

And also, you're on midweek mentoring every single week, you're asking questions, you're engaged, like you're absolutely all over it. So it's no surprise that both of you have just done incredibly well this year. So, so I didn't realize you tripled your portfolio as well.

So not only have you started this new business that you're obviously very passionate about, you've tripled the size of your portfolio. Yeah. And you've got yourself in the best shape of your life and ran a half marathon.

So that's incredible. And I think just to to reiterate what I said earlier, if somebody had done one of those things in a year, like if somebody, if somebody came to you and said, right, I've lost two stone this year, you'd be like, wow, that's such an amazing work. I've run half a marathon this year.

And I can remember you go, wow. Somebody said I tripled my portfolio. You go, wow.

Somebody said I'd started a new business that I absolutely love. And it's about to be launched out to the market and go crazy. You'd go, wow.

Either of these things in their own kind of independent element, you would have gone, oh, that's amazing. I want an achievement. If it was your son or your daughter came and you said that, you go, I'm so proud of you.

Look what they've done this year. They've done all of those things. And you've only scratched the surface as well, because I know there's so many more things you've done.

You quit smoking. I don't know if you mentioned that. You quit smoking.

There's so many things you've done. You don't really drink alcohol anymore. All these things, like together, like you, you must look back on your life and you can't possibly see like what it looked like before.

So it's, it's like, that's why you won the award this year. That's why you were voted to win Profit Entrepreneur of the Year. And it's, uh, it's very well deserved.

What I'd love to dive into now, if it's okay with you, and you just understand this, obviously in achieving that journey, like nothing is, um, nothing's ever easy. So what were the kind of challenges you had along the way? What are the kind of, if you can do like two or three challenges along the way that you really, like you really struggled with that is going to help people that want to achieve something similar to you?

[Guillaume Black] (17:11 - 18:39)

Yeah, I think, I think a big thing for me was to really rewire my brain. So it'd be to anybody, which is in a, you know, in a corporate position, this would, this would probably resonate, but I felt like, um, you know, you did your, you tell yourself things and you, you, you tell yourself stories on lies. Basically, you're on, you know, I couldn't think I could, I could switch to entrepreneurship to being self-employed.

You know, I always wanted to do, and I was always saying, yeah, I'll do it later. I'll do it later. I'll do it later.

But, um, it's really after digging really deep, going, you know, quite deep in the journaling that I realized that, you know, I had a lot of cemented limiting beliefs that go back, you know, years and years. And I, I was living in fear, you know, that fear that I wouldn't, I would, uh, of insecurity fear that I would miss, you know, of lacking, you know, money and income and all these fears and all this, uh, this world that I've built myself, you know, I've on, on the world myself in, in, in many years. I, it took me quite a bit of, um, of journaling to unpick.

And I'd say that the number one skill I learned and the most significant, uh, return I got from it was, it was this, this scale of, uh, sitting down regularly and, uh, uh, and journaling and that's, that's really changed my life. So that that's the first steps in the, in the program, digging deep in there and, uh, challenging your assumptions, uh, you know, challenging your, your beliefs. And, uh, and for me, it was quite a big thing to deconstruct this and, and, and, and go on the other side of fear, basically.

How do you do that though?

[Josh Keegan] (18:39 - 19:08)

In practice, because it's very easy for you to say, all right, okay, well, that was my biggest challenge is basically deconstructing, like not living in a place of fear and going, right. Well, I don't, I, I'm, I don't know. I'm scared of being self-employed, so I need to go and do it.

The reality is it's like, there's one, there's one thing in your mind going, no, I should just do it. How do you actually execute against it? How does somebody that's sitting here in a corporate job that wants to achieve what you've achieved actually do this in practice?

Cause it's not, it's not an easy, it's not easy to overcome, particularly if you've got a family, a mortgage and all these things on the line.

[Guillaume Black] (19:09 - 20:21)

I think it's, for me, it's been a very personal sort of a personal sort of journey and, and you, you give us all the, all the, all the exercise, the titles and how to do the case times on the journaling. And I've just, I've just gone and executed it and every exercise you revisit and, and, and I discovered journaling as a, as a conscious consciousness in answer, you know, like, because you, you put your, your thoughts down in a, in a, in sort of a glorified piece of paper, you know, which is a posh journal. And so you're more, you're quite careful what you write.

You try to write it neatly and so on, because it's your journal, you know, you share it, you cherish it a little bit. And then when you put, you put your thoughts down here, you're then able to audit your thoughts and you think at a different level of consciousness. And then you can, you, and then you can add layers and layers on this because you, you then, you then layer, you know, at this level, you write against something and you audit this layer and you write against something and you go quite deep.

And to be fair, I didn't, I'm not more brilliant than anybody else. I just executed on the, on the case time exercise you, you gave us. And it's just about, you know, sort of, if anything, if you can find one hour a day to execute on the PE methodology, you know, you know, it will change your life as simple as that.

[Josh Keegan] (20:21 - 21:13)

I think something you a hundred percent did, and we talk about this quite a lot about leaving your ego at the door is your, your plan that you executed was a hundred percent what you actually wanted to achieve. Like you, I think you can tell how deep you went on this journey. You get to go deeper and deeper and deeper.

And you got to a level where you're like, no, this is what I want to do. And then it was actually quite easy for you to go out and execute against it because you really wanted it. It's actually really easy to execute against anything we actually really want.

As long as it's considered, you know, it's, it's strategic and we know how we're going to approach it. If you truly want something, you'll go out and do it. If you just like, oh, I think that's what I want.

Or my mate's doing something similar. So I might do the same thing. Generally, it never kind of particularly pans out.

So that's, that's a really powerful. So the first one is like actually first biggest challenge was like actually rewiring, rewiring your brain. That's very powerful.

What's your next biggest, biggest challenge or biggest problem you had to face on the journey?

[Guillaume Black] (21:14 - 22:54)

So again, it's in the similar sort of theme. It was for me moving from chaos to clarity. So being a bit overwhelmed, you know, like, because I'm working a full-time job, I'd like to execute on the methodology.

I don't really have a, I don't feel I have the time or I don't, I tell myself I don't have the time. And it's, again, it's a, it's another type of journaling exercise going into planning, you know, into planning, planning your life. So what do you want in five years, in five years time?

And what do you want, what does it mean this year? And then, and then planning all of this. So it took me, it's quite, it's quite a skill actually to, I had to learn to do my, my 90, you know, like my 90 days plan, you know, 12 weeks plans and, and following the, following each of the seasons.

What do I want to achieve in, in five years? What do I want to achieve then in one year? And what does it mean in 90 days?

And therefore in this, in one, in the months and then following the, the top 10 Sunday sanity, you know, for what's a successful week and just planning, planning all of these things. It took me quite a, quite a while to, to, to get into this, this habit. And, and then you've got absolute clarity and it's exactly what you were saying a year ago where I say, yeah, I want to do property.

I want to do this. And, and you, you talk about things that you're, you're not really committed, you know, there is no substance to it. And now, because you write it down, you've got, so, you know, I've got a forecast, you know, a financial forecast of all, all, all, all my businesses.

And I've got so much clarity on, on everything, everything becomes predictable. You know, Dan says success and failure are very predictable, but you realize in practice, you know, on the program or true this is, you know, there's, there's no, there's no secret, you know, they give you all the value, you give us all the secrets and we just need to follow it.

[Josh Keegan] (22:55 - 24:10)

Yeah. One of the things you've just talked about that though, you kind of said it in quite a laissez-faire kind of relaxed way. Cause you probably like we take it for granted.

Like we take, we take the way we operate in the way we do things for granted. For us, we know we set what we want. We set our targets, our objectives, our personal and professional objectives for the year.

We then break those down into activity based on the season. So summer we do sales, spring we do recruitment, winter we do systems, autumn we do strategy. And then we break that 90 day down, 90 days down into a monthly plan.

And then to actually on the monthly plan, we have a weekly to-do list, which is 10 things you do every week. So what you've said there is, is, um, it is the only way to do business. And it's like, I've been in a few years, Dan's been doing it for years.

I've been doing it for years. Everyone, this is how we do business. And that is how you execute against what you said you're going to do.

Soon people say, I'm going to do, I'm going to do this in the next year. But then unless you find a way to break it down, it's that concept of, you know, how do you eat an elephant one bite at a time? And basically the bite at a time is, is, is, is a line on Sunday sanity.

So 10 things every single week. And that's how you get there. So now you've had challenges putting that in place.

I think everyone does. Obviously the results, the juice has been worth the squeeze, isn't it? Like, could you imagine now not working like that?

[Guillaume Black] (24:11 - 24:17)

Oh, there's no, there's no, no way, no, you know, because I'd be going through the motions of, uh, of something else, you know, again, so.

[Speaker 4] (24:18 - 24:18)

Yeah.

[Josh Keegan] (24:19 - 24:41)

If you've ever had one of those, uh, weeks where you, uh, you don't do Sunday sanity and you kind of forget to do it, you run out of time, but your head just feels like it's going to explode, doesn't it? It feels exactly going to explode. It's like, it's these small things that give you that absolute clarity that you're talking about.

So that's an amazing one. I think there's, there's seem to be running around struggling to get the clarity that they're looking for a third and final problem that you say you've overcome.

[Guillaume Black] (24:42 - 26:21)

So I've not quite a fully nailed it yet, but because I'm obviously I've got the property portfolio, the things I'm working with Andy, and then, and then there's the software business on the side. It's, um, you know, managing the, the, the balance between the two and the sort of the distribution of focus. So I said some intense, you know, following the 17, 20, 10, you know, a distribution of focus and with, you know, different business, um, you know, like operations, um, you know, management, uh, business development.

And I, I set my weekly, you know, intense like this, but I find at the beginning, it was quite difficult to, um, so the beginning I thought, Oh yeah, with the job off, you know, I moved from having three things to two things going to be great. And, uh, now I've got those, those two things and, uh, and I, I still need to find a, find a good balance. And I find that, um, what, uh, what helped me is the season.

So the seasons and the business cycles. So I've got one business, which, uh, is going to a norm. So the property business is moving to norm and the property filter and the software business is moving from storm to, um, from, to, from, sorry, from, uh, form to storm.

And I find, uh, understanding where those businesses are and which season we are in. I would, I would, I would focus more on one aspect or one business or another. And, uh, and, uh, it's, it sort of works much better.

So it's, it's the combination of the, um, the four seasons and the different problems we, we solve on the, on the, on the PE methodology, uh, together with which stage this business is. And then I would shift my distribution of focus, my 70 and my 20, uh, from one business to another on a sort of monthly, uh, quarterly basis. And I'm not fully nailed it, but I think I'm getting there with, uh, with this model.

[Josh Keegan] (26:21 - 26:48)

I don't know if anybody fully nails how they allocate their time. It's like one of those ongoing challenges. I'm in a place where I'm heavily leveraged.

I've got teams of people, multiple businesses, but still, I still sometimes get pulled in or I still don't quite manage it as well as I'd like to. What you're talking about there is a phenomenal kind of learning for anybody, anybody listening or tuning in. It's like, so distribution of focus.

So just talk through distribution of focus. What's that?

[Guillaume Black] (26:49 - 28:12)

So it's this, this concept you introduced to us on the blueprint. And then, uh, and then we go a bit deeper in the program. It's, um, you know, you can, you can only do one thing really, um, or one feel well, one thing well, uh, but you, you could do a bit more than one thing.

If you distribute against a 70%, 20% and 10%. So for example, this month I'm 70% on, uh, on, you know, focus on property filter, putting it out. 20% is in the, and that's the business development of property filter.

I've got a team who is doing the, you know, the, the operation side and the development side. And then 20% of my time is on the operation side of my property business with, uh, with Andy. So it's, uh, pushing things through planning and we, we have not quite started projects yet.

We're not looking for deals now because the pipeline is full, but, uh, it's, uh, it's pushing these deals over the line in terms of planning, uh, getting all the consultants and everything on board so that we, we can, we can start. And then when we move into, uh, when we get basically planning for those sites, you know, I probably, uh, reduce a bit my time on property filter and, uh, kick, kickstart all the sites and then managing this and using this, uh, 70, 20, 10, and then the 10 will be more my, my, uh, my journaling, uh, you know, my case time and, uh, all the, the, the P content and the seasonality of the autumn and all the, basically the, the journaling and, uh, the design that we are doing now, now, now in this season.

[Josh Keegan] (28:13 - 29:23)

So it's basically just being really strategic with your time. So say 70%, three and a half days of your week, you're going to be used for a specific thing based on what's going on with that thing at the moment. Um, uh, one day is going to be used on something else.

So the management of something that half day is going to be used elsewhere. And it's this concept of, you can either launch one rocket into space or fly 10 kinds around your garden. Is that what you're going to do?

And with property filter like that is a rocket that you need to take off. So it's focusing that 70% of the time on it. So once again, time allocation, time distribution, one of your challenges to get there, you've obviously definitely, uh, fine tuned that guy down to a fine art, but I think that's one, an ongoing battle, isn't it?

Which we all kind of deal with all day, all day, every day. Cause it's the only resource which you can't get more of. Um, so if anyone listens to this, the ones have a similar journey to you, there's basically sitting here now, maybe they've got a stone away.

They want to lose, you know, they, they, they like the idea of being fit and healthy, but they've never managed to do it over the last three to five years. Uh, they've got, they're working in corporate job, quite interested in starting a new business that they're passionate about, excited about want to go house and have a triple their portfolio. Can we go for a few top tips you'd give them?

So we'll do three top tips if that's okay with you.

[Guillaume Black] (29:23 - 30:40)

Um, what would tip number one? Uh, so for someone in a corporate job and wanting to make the switch, I'd say, um, um, it's probably easier to, um, manage your costs and expenses out of the day job and manage your lifestyle basically out of a day job, rather than build your portfolio out of a day job. I think if, uh, I think a big thing for me was to understand that, uh, I could be as, as a happy and without, uh, without the level of expenses on overhead I had before.

And this really, uh, this really, what was one of the thing I deconstructed this time last year and say, well, you know, I can't really, I can't actually leave my job because I don't have to spend all these things here. And, you know, my, my costs are not that, uh, that high. And I think anybody can, can reuse their, their lifestyles slightly to, uh, to allocate more time into their, their new business and venture, because there is this myth, you know, that you, you'd go out in property and, and, uh, get, uh, get, uh, to rent, to rent and, and, and, uh, match your, match your current salary or match your costs.

But, uh, it works both ways. It's, uh, how much you make and how much you, uh, how much you keep basically. And that's, uh, I think that's what that's, that's one of the, one of the tipping points last year that allowed me to, you know, I decided in Christmas basically last year, but it's, uh, it was, uh, at that point.

Same.

[Josh Keegan] (30:41 - 31:29)

So just so I can understand it was, uh, what, what you're, what you're telling people is if you're sitting there with a job now, you think in order for me to quit this, so say my salary is 50 grand in my, in my job. And I'm like, no, like I need to earn 50 grand for property before I can quit. That's quite a difficult battle.

But what you're saying is if you can reduce your overheads, if you can get rid of that lease card that you don't really need, if you can down, like take away, you know, rather than just pay a pen, just pay a hundred pound for a year, gym membership, each one of your pure gym pay 20 pounds and get rid of the AMA to cost you a hundred grand a year and sorry, a hundred pounds a year. And all those different things that you may find that you only actually need to go out and get 20 grand worth of income, which is far more obtainable, um, to cover your basic needs. And then once you've got that coverage, you can quit your job and then you can go, go more helpful ever.

Is that correct?

[Guillaume Black] (31:29 - 32:27)

And it's this, exactly. When you do this walk the line exercise, you know, you teach us about, uh, you go through your statements in the last three, six months and then you say, okay, um, uh, what can I remove? What can, can be a business expenses?

And, uh, you know, what, what can I minimize or negotiate, you know, and you realize that you are, you are money is, uh, for, you know, like sort of living your pockets all the time, you know, and you are, you are not in control of it, but you can really reduce, you know, this by just doing this exercise. And all of a sudden you don't need that income, you know, to sustain you even, and that's even without changing your lifestyle. It's just your, your old, uh, sofa insurance or your, the, this, whatever app you you've had for years and not using it, you know, and it's getting rid of all those things.

And I think you can put through the business and all of a sudden you don't need a, you don't need as much income as you think you need. And it's really doing this exercise and being more, uh, you know, purposeful and, um, you know, intentional and all of a sudden you're, you, you understand that, uh, you know, you, you can, you can, you can switch.

[Josh Keegan] (32:28 - 32:38)

I love this, but like being more purposeful and intentional seems to be quite a lot, but it's kind of kind of seems to be like a bit of a running theme that's coming out of everything that you've done over the last year. Okay. Top tip number two.

[Guillaume Black] (32:39 - 34:21)

Uh, yeah. So, um, I think, I think, uh, Daniel is to this, you know, the blueprint is on you on your property entrepreneur will deliver the blueprint. There's a workshop per month.

There's a Facebook community and so on. And there's, there's other things of course, but it's really on you to execute. And, uh, I think, I think it's a big thing for me has been a three level execution.

So first is understand that, um, my, uh, my body is the machine who is going to deliver on things. So it's setting up this AAA game. So getting to the shape of our life.

So, so no time, not even to that point, but to the good habits or, you know, steps, uh, hydration and, uh, and things like that. So, and then, and then you deliver, you are energized. And when, when your body, the machine was going to deliver is in our energize and he's not, you know, this, uh, sluggish sluggish, uh, life by default, uh, you know, animal, you, you, I was, you know, and you are all of a sudden energized and, uh, and, uh, very active.

You can now be, um, the second level is, uh, in the planning. So we, we talked about this, you know, the 90 day span for every seasons, the monthly activities, and then the weekly top 10 and you can go deeper into your daily top three, something like that. You know, what you need to do on a daily basis.

You wake up energized, you know, you know, you know, what's, uh, what's for you. And then it's the execution is the real, the third level is the relentless execution. No, you, you've planned it.

You, you know, it's like with the, with the running, you know, you've put your, um, um, interval sessions in the, in the calendar, you know, they are hard, but you just need to go and do it, you know, and, uh, and then, and then it's inevitable that, um, it's inevitable that, uh, your, you know, the, the success will come and the compound effects or all of this is, is massive.

[Josh Keegan] (34:22 - 34:47)

I get it. So what you're saying is, I think that Dan sometimes says this, like the, the blueprints on us, execution is on you. I will give you the blueprint.

We'll tell you exactly how to do this in practice. All you got to go down, go and do is execute. Execution is everything.

And I would agree like this year, you've just executed. You told you what to do. You've gone out and smashed out of the park.

As a result, the, uh, the, uh, the results are absolutely amazing.

[Guillaume Black] (34:47 - 36:24)

Um, top 10, number three, I'd say, I'd say you, um, you only compete with yourself. And, um, I think it was, it's always been a big thing for me. I was, I always liked the personal growth and things and things like that.

And, uh, I always like this. Uh, I heard this, I think from a couple of years ago, uh, you sort of, um, you, you want to be embarrassed by who you were 12 months ago. And, uh, and, uh, and actually that's, that's, you are your own, your own baseline and, uh, only competing with yourself.

And, uh, you, you are so much more up here, you know, by, uh, by seeing how much you grown you and, uh, or, you know, arbitrary or better of a person you are done, uh, wasting your time comparing with, uh, with others. And there's so many levels of this. And I'm quite fortunate.

I've never been into a cars or toys or things like that, you know, but I know some, I know some people are, and it's, and it's, and I can see all a burden. This comparison can, can, can be, you know, and, uh, it's such a waste of energy. And, uh, I am so grateful for the success of everybody around me.

And I, uh, you know, and you are always in this abundance and positive mindset all the time that, um, you know, you, you just attract more of it, you know, so, and just, just try to improve yourself, be a better person, uh, sort of every day and, and be your own, your own baseline basically. And, uh, you know, it's just, and then everything is linked to everything. Everything comes together.

You're, you know, your, your happiness, your daily joys, and all of this comes together and you, and you, and you, and you grow, you know, and it becomes very, uh, very predictable in the end.

[Josh Keegan] (36:25 - 38:01)

It's so hard to, uh, to leave ego at the door, create a life by design, not by comparison and feel, feel genuinely happy when other people achieve things around you. And I think you 100% embody that. I've definitely seen that, seen that from you.

I guess that, that tip is basically saying to people, if you want to be truly happy, if you want to be truly successful, design your own life that you actually want, um, and design it without your ego. Do you actually want that car or are you buying it because you want to show other people you've got that specific car, for example. And I think that's a struggle that a lot of people wrestle with.

I personally do wrestle with it. Like 100% wrestle with that ego element or that concept of you see someone do well and you feel you've got that bastard. Like, you know, how's he done that?

Like you feel a bit jealous as opposed to just thinking good for them. Like that's an amazing thing to do. And I think that's, it's definitely something that I think as you get older, you get a bit better at, and I'm still, I'm still definitely on that journey myself, like catching myself saying like feeling jealous or feeling, feeling a bit, um, oh, I should have done that when the reaction should be congratulations that you've done an incredibly well, you should genuinely feel happy for people.

But I think we could, we could talk about this all day. It's a deeper subject, but having true compassion and living your own life are sources of happiness and joy. And I think if we, if we, if we, if we boil everything down to what you've achieved over the last, last year, you seem to me like knowing you're on a personal and a professional level, like a very contented, joyful, um, happy human being.

Would you agree with that?

[Guillaume Black] (38:02 - 39:27)

Yeah, that's true. And I'm so much more since, uh, since the one year. Yeah.

And, and the journaling is such a, it's such a, it's such a life changer, you know, like, cause you, you, you, you put things down, you put what are your beliefs and then you say, oh, this is who is, who's wrote this? Is it me or my ego? And you just sort of challenge everything all the time.

And it's, it almost becomes a game. You know, when you, when you, I feel very privileged that I've had this, you know, this sort of click, you know, this, um, you know, I got switched on by, by this. And, and I know it's, you know, you don't know what you don't know.

And some people might not know the difference between what they say on their ego. And I, I certainly came from a place like this where I had a big ego some years ago. And I, and I feel very privileged that I, I, I know that I know that there is the two, the two persons and the, you know, these two entities.

And I, and it's almost like a game now in my journaling. So who says that is it you or is it your ego, you know, and you sort of play, play, play with this. And, um, it's a bit of an awakening, you know, with this, uh, with this, uh, journaling and, and as you said, you know, it's a bit like your business, you know, it's, um, you know, with your personal, uh, with your, you know, with yourself, you know, something is always to improve.

Something's always broken and it's never finished, you know, so you, you continue, continually improve it. And, uh, yeah. And I'm so grateful for the journaling skills I got because a lot of this change and change, change my life really from last year.

[Josh Keegan] (39:28 - 39:56)

Amazing game. Thank you very much for that. Like, welcome to the hall of fame.

It's 100% truly deserved. I'm so proud of you. So happy you won profit judgment of the year 2021, you know, in advance.

And I can, I can see you're probably donning the stage next year as well, even against, uh, high levels of, uh, competition, a different level. Yeah, a hundred percent, but, but at the same time, it's all about just life by design. So if you, if you genuinely set, set what you want to do and you go out and achieve it, that's how you get on stage.

Exactly.

[Guillaume Black] (39:57 - 40:06)

And I think there's no, again, with this ego thing, you know, you, you won when you, you won for yourself, you know? So yeah, man, you, you, you didn't need the award.

[Josh Keegan] (40:06 - 41:01)

You'd already won. Like that. That's the, that's the beauty about the award.

When is it the people that have won the award have already won because they've created this amazing life themselves, but they genuinely want it. So the award is just a formality. So yeah, congratulations.

And, and, and really well done. You like, you can't even, well, I can't recognize you. The man I met 12 months ago is not the man that's sitting in front of me today.

You fundamentally step change your business. You step to change your life. You've achieved more success in the last 12 months that anyone would have hoped to have achieved, uh, in the last 12 years in all of the different areas in your, in your life, your business, your health, your weight loss, no alcohol, quit smoking, doing the business you love, stop doing consultancy work.

Like all of these things on their own are amazing, but, uh, together they're actually like truly remarkable. So this is good on history books. Welcome to the hall of fame.

Congratulations. And thank you very much for your time. Thank you very much, Josh.

Cheers. Thank you, Guillaume.

[Speaker 3] (41:07 - 41:31)

Thank you for listening to the official property entrepreneur podcast. Trust found value and insight in the topics discussed. And as always very much welcome your comments, feedback, and any suggested guests or topics you would like us to consider.

Please give us a review and let us know what you think. Follow me on social media. Daniel here on Facebook property entrepreneur on Instagram and YouTube.

And if you'd like to hear more, please share, subscribe and forward seeing you on the next one.