**PEP 54 Edited\_Transcription**

[Daniel Hill] (0:05 - 26:25)

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. Hello, and welcome to this next Official Property Entrepreneur Podcast. So, coming at you every Tuesday, it's now Tuesday, the 28th of December.

I'm actually recording this before Christmas because same as you, I am on holiday, having the time off, recharging, and making the most of the festive season so that we can go out into 2022 to have our best year on record. Whether that means growth or finance or business or personal or spiritual or emotional, whatever it means, we want 2022 to be our best year yet. And in order to do that, we need to take some time off, regroup, let the stress levels go down, and hopefully, like me, you're currently on holiday and you're listening to this to get ahead of the game for 2022.

Now, whether you listened to the last podcast before Christmas or you're just a human being, what I suspect has happened is you ate the turkey, you ate the chocolates, you ate the crisps, you drank the beer, you drank the wine, and you've hopefully now got that out of your system. And what you've got really now is two options. You can roll through to New Year, use it as an excuse, let the pendulum swing, snap the belt, and do yourself some lasting damage, which is going to take months to recover from.

Or what I advise all of our property entrepreneurs to do every single year is to get ahead of the game here and actually use this as an opportunity to get ahead of the masses. And rather than wake up on New Year's Day fat, hungover, and it takes you the most of January to sort of shake it out of you, what I'm going to do is give you a blueprint to enable you to get ahead and genuinely get ahead of the game going into 2022. So what we're looking at here is the flywheel.

And this blueprint is called Fire Up the Flywheel. And what the objective is, is I know you're going to be sitting there thinking, yeah, 1st of January, New Year's resolutions, new targets, you've got all the best intentions. And if you're just a normal human being, by the time we get to the 2nd, 3rd, 4th week of January, not only have we not achieved them, we've probably already forgotten what they are and slip back into bad habits.

What we've got to do is get a real critical flip of the switch here through January to get the flywheel going and we're all human beings. It doesn't matter whether you are an elite athlete, a high performing entrepreneur, or just somebody who wants to achieve goals, targets, aspirations and break through those glass ceilings. We all know that we don't just wake up one day, flip the switch and we're out there training four times a week in a calorie deficit, firing on all cylinders, delivering high performance.

It just doesn't happen. I've used this blueprint my whole life. I've used it to build businesses.

I've used it to break world records. I've used it to do body transformations. I've used it to put on, to gain weight.

I've used it to cut weight. I've used it to take on challenges. I've used it to raise money for charity.

I've used it for marketing campaigns. I've used it for starting businesses. Every goal and target I've ever set out to achieve, I've gone out there and actually achieved.

That's not because I'm superhuman. It's because I understand that I'm not superhuman. By the time you get to the end of this 20 minute or so podcast, you'll understand the blueprint to go from being not superhuman, like we all are, to being, performing like a superhuman by firing up the flywheel and going all guns blazing on all cylinders.

So, firing up the flywheel doesn't just happen overnight. You don't wake up on the 1st of January and say, bang, I'm out there running 50 kilometers a week, a month, whatever. I'm not just flying out the traps at 5 a.m. ultimate productivity. I'm not firing on all cylinders on the 1st day back in the office. It just doesn't happen. We all know the 1st day back after a holiday is slow, it's sluggish.

It doesn't get us where we want to get to. What we're going to do here is just break through that. So, it's the 28th of December.

We've got the best part of a week before the normal working life for 2022 starts. And rather than come out fat and hungover on the 1st working day, we're going to come out all guns blazing. So, to fire up the flywheel, to get you into that point where you are going a million miles an hour, achieving your targets, heading in the right direction, this is what we're going to do.

So, there's four steps to firing up the flywheel. And this is required by every single person. As soon as you let the pendulum swing, as soon as you take your foot off the gas, we need to fire this thing up again to get it going.

If you don't know what a flywheel is, whether you've read, say, Good to Great, where they talk about the big concrete flywheel, or you're into cars or engineering and you understand how a flywheel works on an engine, basically a flywheel is, in the concrete analogy that they use in Good to Great, is a big concrete wheel. If you imagine a ginormous cylindrical concrete wheel that's used to power mills and all sorts of industry. And to get it going, you have to get about 20 people with sticks on the concrete wheel.

And you have to push and push and push. And everyone's sweating, the veins are popping, the muscles are driving, and the thing's not going anywhere. And then what happens is this thing starts to gradually move, and it starts to move, and it's moving forward.

Then they get the first step, and you think, right, this is heading in the right direction. Then the second step, then the third step, then the steps turn into a light sort of fast walk, then a jog, then a run. And then by the time it starts spinning, you have to jump out of the way, because this thing's got a life of its own, it's got momentum, and it's going a million miles an hour.

This is what the flywheel does. And you think about like a bolt on an engine. So let's say a rusty bolt.

You've probably tried to undo a rusty bolt on an engine or a piece of furniture or something, and you put the spanner on. And just to get it to move is like the hardest thing going. All of that energy for no return, literally negative results.

You're pushing and pushing and pushing, and then, oh yes, it's starting to move, it's starting to move. Excellent. You get your first quarter of a spin, then the next quarter of a spin, then you start to move it around.

And then eventually you can, with a bit of effort, move the spanner round and round and round. And then eventually you take the three or four threads off, literally just with your thumb and your finger. It becomes finger tight and you just loosen it off.

That's how momentum is achieved. That's how a flywheel works. And this is how your performance is going to ramp up as we head into January.

Disclaimer going into this is it's not for the faint-hearted. If you want to be an ultimate high performer, you have to go through the pain to get the gains. And there is a four-step process to get you firing on all cylinders.

And in fact, we only really want to get you to step three. So the four steps, the first is mindset. The second is motivation.

The third is momentum. And then the fourth is where it gets a little bit out of control and we shift gears into masochist. So the first is mindset.

So going into this, going into the first working week of January, we need to have a very clear mindset into what we're going into. And what I mean by this is we need to have sized up the iceberg. If you've heard me talk about the iceberg before, I really understand that what we want to achieve is at the top of the iceberg, but all the sacrifice that's required is underneath the water.

If you think about desire, every desire is sacrifice. Desire is the thing at the top. Sacrifice is the thing at the bottom.

Anything you desire in your life means sacrifice. That is what it is. If you desire eating a chocolate cake, the sacrifice is the calories.

If you desire doing a body transformation, the sacrifice is you've got to go into a calorie deficit for eight, 10, 12 weeks. Whatever you desire in business, you're going to have to sacrifice your time. All of these things.

Mindset-wise, in step one, you've got to have clear expectation and understanding of what you're trying to achieve and then a really solid understanding of what it involves. So you've got the mindset and you understand, you've really sized this iceberg up and know you want to go into it. And then the second thing is to understand that the reason that most people fail, the reason January Gym Club, 70% of people who start in January don't make it into February is because they don't understand that you've got to get through the pain to get to the gain.

So the first step is mindset. What is the target? What is the desire?

What is the target? What's the sacrifice underneath that's required to achieve it? And you've really studied it.

And just one of the things I say when I'm looking at targets, people say to me, do you want to do this? I'll say, let me have a think about it. I'll come back to you.

And I'll go and look at it. I'll study it. And if I say, yes, I'm going to do something, you can check with any of my business partners, my team, my proper entrepreneur, the proper entrepreneurs on any of the programs.

When I stand up and say at the beginning of the year, I'm going to achieve something, I always deliver. And the reason for this isn't that I'm superhuman. It's that I know I'm not superhuman.

And I sized that iceberg up. I'm a man of my word. I'm impeccable with my commitments.

And when I say I'm going to do it, the outcome is inevitable because I know what the desire is. I know what the sacrifice is. And then I go through these four phases or three phases to get me to achieve it.

The outcome is inevitable. Success and failure are very predictable. So the first is the mindset.

What is it? What's the sacrifice? And then also understanding that you've got to go through the pain to get to the gain.

And this is where we start to shift gears from one into two. So the mindset for step one is that this is going to be hard, hard graft. This first stage, the mindset, we've just got to roll through the pain to get to step two.

And when you think about the concrete flywheel, you're pushing it and it's hardly even moving. You're getting no results, if not negative results. Same with that spanner.

You're pushing and pushing and pushing. You're burning calories. You're putting energy in, but nothing's coming out.

You've got to have that mindset through step one that that's okay. And if you're going to go out, if yours is health and fitness and you're going to go out running, it might be that first mile. You've got to appreciate that first mile is going to be absolute hard slog.

It's going to be the hardest mile you ever run. Your chest's going to hurt. Your head's going to hurt.

Your subconscious is going to be saying, stop. I don't want to do this. It's painful.

You've just got to understand that that's part of the course. You go to the gym on the 1st of January. You lift your first weight.

You get on your treadmill. We all do this. You go back to the changing room and you stand in front of the mirror.

And actually you probably look worse than you did before you started because you're sweating, you're inflamed, you're probably rosy-cheeked. And you're thinking, I've just done my hardest workout ever and got no or negative results. The reality is this is life.

That is life. That is training. That is business.

It's like a marketing campaign. On Property Entrepreneur, we run three events a year to take new members on. Three three-day events.

The first event, without doubt, is always getting blood from a stone, dragging people uphill, banging down doors, trying to get people in. It's the hardest thing to do to get that momentum going. But then every single year, we end up the last event, the third event, we end up shipping people in from other hotels.

We've got people standing in the room because there's literally no seats available. It's how the world works. You've got to get the momentum going.

You've got to appreciate the first part of firing up the flywheel. It's not only going to be the hardest, but it's also going to give you the least results. So you've got to have that mindset in step one that that's okay.

And we've got to get through that. And I'm going to tell you how those things work. If you think here, there's three milestones you're going to get to.

And in step one, if you think the first five will almost break you, in fact, the first five will break you, but the second five will make you. So the first five workouts, first five runs, first five sales, first five presentations, first five deals, the first five will almost break you, but then the second five will make you. And this is the mindset you've got to be in to get the flywheel going.

And this is basically going to be January for you. This is going to be the first three, it depends what you're doing, but three days or three weeks. And I'll talk about the significance of that later.

So the first is mindset, appreciating that you've got to put in loads of energy for no or negative results. That's phase one of firing up the flywheel. Once we get through that, it could be the first five runs or it could be the first five sales, whatever it is, you're going to get to a point after probably three weeks or five X, whatever they are, where actually you've just got your first sale.

And actually you've just got your first 5k park run under your belt. Actually, you've just lost your first half a kilo. And what happens here is you move from mindset where you get no results into step two, which is motivation.

And what happens here is you've, you've gone through that dark period and you can start to see the light at the end of the tunnel because you're getting results now. And what this means is you start to get motivated, you know, previously dragging yourself out of bed at 5am and going and banging 8,000 steps was almost torture, but now you're feeling good. You know, you're starting to look a little bit better.

Perhaps your skin's clearing up. Your energy levels are getting better. Your endorphins and your serotonin levels are starting to pick up and you're starting to get this feel good factor about what you're doing.

And you think, actually what seemed to me like it was going to be almost impossible. I've got the first sign here that this is going to work. You know, maybe you've, you've dropped down, uh, uh, uh, maybe your jeans are a bit, uh, loose now and you, you know, you've, you've dropped down a hole on your belt or you've started to actually be able to do 5k without stopping all of these things.

Or you've, you know, you've, you've actually got your first three or four or five sales. What this does is it builds motivation. And once you've got motivation, that's the, this is where most people never get to the January gym club.

Don't get to motivation because they do the hard slog. They don't get any results or have negative results and they give up. When you've got that mindset to push through, you get to level two, you get the motivation going and the world is just an amazing place.

And this will come sort of middle of January, end of January, beginning of February. And this is all I need you to focus on is making sure whatever you're committing to, you agree, you're going to do it for the first five that break you. And then I guarantee you in step two, the motivation, the next five will make you because what happens here is you get the motivation.

You're in the flow. You're starting to enjoy it. And you get this feeling, keep going at that.

It becomes enjoyable. The results start to compound. Three sales turns into five, into 10, into 20, into 30.

Two Facebook posts turns into 10, into 20. Going out to do your run, one mile turns into two miles, turns into five miles. And now we're feeling good.

We get motivation. We believe we can actually do it. Our mindset starts to turn positive.

And actually this thing that seemed a million miles away is starting to come into sight and starting to come into reach. Once you're into step two, all you've got to do is keep going, but it's easier in step two because you're enjoying it. And then we move into step three.

And step three is momentum. Once you've got momentum, there is no stopping you. So when you're doing your weight cut, you know, the first on RNT, we call it cleaning the palette.

It's like, it's hard. It's monotonous. It's the basics, but then you get the momentum.

You start to feel good. Oh, sorry. You get the motivation.

You start to feel good. And then when you flip the switch and you've got momentum, then you've got a runaway train then. Step three is where you want to get to.

You've now got momentum. You're going to the gym three times a week. You're loving it.

You're getting results. Your t-shirt fits. You like to look in the mirror.

You're starting to do deals and you're doing social media posts and people are commenting. They're engaging. You're loving it.

You're on fire. You literally can't get enough of it. You're doing deals.

You've done your first deal. You've done your second deal. You've now got three or four on the go and you're absolutely flying.

The agents are on board. The solicitors are firing up. The investors are getting good results.

When you're in this momentum period, that flywheel is spinning. That spanner on the bolt is going round and this is where everything becomes easy. You're locked in.

You're in the good place. You're absolutely firing on all cylinders and this is where you achieve your targets. I need you to get into this for the beginning of January and share this with your friends.

Share it with your family, anyone you want to achieve anything. We need to give some tough love and say, look, the first gear is going to break you. The second is going to make you and then when we get into the third, we're going to be firing on all cylinders and the outcome is inevitable.

These are the first three phases or these are the three phases of firing up the flywheel and if you want to be a high performer in 2022, you want to make it your best year yet personally, professionally, emotionally, spiritually, whatever. All you need to do is go through the pain to get to the gain. I did say there was four steps and there is four steps.

Step four is basically, if you're an advanced entrepreneur or you're on the board, you'll know that most of my time is spent trying to protect you from level four. Level four is the masochist level. Level four is where you've started cutting weight.

You're going down to a thousand calorie deficit a day. You've got anxiety. You've got the devil on your shoulder, the voices in your head.

You're constantly hungry. You're hangry all the time. You put yourself into a really, really dangerous place because actually, once you've got momentum, you start to move into a masochist where you enjoy the pain.

You enjoy the challenge. You start to try and run 5Ks in under whatever a good 5K time is, 20 minutes. You want to do a four-hour marathon.

Then you want to do a three-hour 45 marathon. This is where we get into masochist mode because momentum is just not enough anymore. We want to see how far we can push it, how far we can go.

My job on the board really is to be the, if you think about the UFC referee, the referee's there not really to protect the fighter from the other person. The referee's there is to protect the fighters from themselves because they won't tap out. They'd rather have their arms snapped and legs broken and be choked out than actually tap out because they're masochists.

At this level, we need some self-love, some self-care, some counseling or some counsel from good friends and just try and not overcook it, not work 100 hours a week, not work seven days a week because at step four, that flywheel is dangerous. It's lethal. It's about to come off the axle.

When you've got momentum, worst, you'll catch speeding tickets. When you're a masochist, you can actually run the risk of losing your license and get burnout, overcook it, damage your relationships, have a negative impact on your business, actually become less productive. We don't really want you to get to step four, but for those of us that've been doing this their whole lives, it's inevitable.

It's addictive. We're masochists. We want to see how far we can push it, but firing up the flywheel really wants to stop at level three where the world is good.

You're firing on all cylinders. You're having a great life. You've got a great business and everything's looking pretty rosy.

I hope that gives you an insight. What I want you to do is make sure that 2022 is the best year for you yet. Don't roll straight through Christmas into New Year, drinking every day, overeating, and then go start the 3rd of January, having to then go into mindset mode.

I would say now, literally before the year starts, get those steps in. Start the clean eating, up the water intake, keep an eye on the calories, maybe start to get the journal out, start to get a bit productive, get ahead of the game because we want you to be switching from one into two, from mindset into motivation. Start getting those results as early as possible.

If you can get through one and two, I guarantee you the outcome is inevitable. To recap, I've got a couple of top tips before we finish. Recap, step one is mindset.

What is it you want to achieve? What is the desire and what is the sacrifice required to get there? Then lock in the mindset that you've got to get through the worst period, the hardest stage, and be comfortable with getting no results.

Then you'll get the motivation. You'll start to get the results. You'll get the first sale.

You'll run the first 5K. You'll start to get the thing going. This gives you motivation.

Then you just plow through that. You enjoy it. Then you'll get into momentum.

Then the outcome is absolutely inevitable. Then obviously, steer clear of level four, which is masochist. Not recommended for anyone, really.

I can say that until the end of my days, but if you're a high performer and you want to go to that level, what I say to some of the people I'm non-exec for, some of the boards I sit on, I say, look, this is going to be the most painful experience you've ever done. It's going to challenge you personally, professionally. You're not going to make money.

You're going to lose money. It's going to put you into every single difficult position you could do. I highly recommend you don't do it.

If I tell you your head's going to fall off and you still want to do it, then you are a masochist. You are going to end up in gear four. I'll support you on it regardless because if you've got that itch to scratch, you won't be happy until you scratch it.

That was definitely my experience with business growth, scaling up, buying companies, body transformation, running marathons, breaking world records, whatever. I just had to get it done. When it's done, you've ticked the box and you can settle down and see what the next challenge is.

A couple of top tips to finish. Remember, the first five will break you. The second five will make you.

What I mean there is, whatever it is on the way in, they're going to be the hardest. They're going to be the most difficult. If you can get through those, I guarantee you once they're done and you move into gear two, the second five will make you because you'll start to get enjoyment.

You'll start to get results. It will farther fly well up into gear three and you'll get that momentum that we need. The second, and this is one about, this doesn't matter about what it is.

There's basically this rule of threes where it can be about dropping bad habits. It can be about drinking water. It can be about steps.

It can be about clean eating. It can be about giving up smoking. It can be about dropping off dopamine levels.

Whatever it is, there's three milestones we want you to hit. Think about which targets you've got for next year that relate to this. The milestones you've got is three days, three weeks, and three months.

If you can get the first three days out of the way, not eating chocolate, getting your steps in, drinking the water, that's the hard bit. That's one, the mindset, the pain. The next three weeks, once you get to three weeks, that's your momentum.

That's step two. Three weeks of steps every day, drinking clean every day, managing your calories every day, hitting your macros every day, going on social media. When I say going on social media, I mean raising your profile, not looking at cats licking ice cream.

If you can hit three weeks of doing it, you get into that phase two, which is the motivation, get the results. Then if you can hit three months, that is your momentum. Between three weeks and three months is where it all happens.

The reality is you've got to get through the pain to get to the game. Excuse me. I hope you enjoyed that.

Share it with your friends. Share it with your family. I want you to have the best 2022 on record.

I've worked with proper entrepreneurs for the last decade, trying to get them to achieve their best things. I've done this my whole life to achieve the things that I've achieved. When you break it down, success and failure are very predictable.

Go through those steps. Get yourself set up for 2022. I guarantee you, if you fire up the flywheel blueprint, I guarantee you your results over the next three days, three weeks, and three months will be significantly higher than they have been over the January, February, March of the last few years.

Wishing you all the best for New Year's Eve. Wishing you the best for firing up the flywheel. I am going to enjoy doing this myself and looking forward to seeing you in the new year, all guns blazing.

Thank you for all your support through 2021. The official Proper Entrepreneur Podcast is now the top 10 in the UK for business and entrepreneurship, and it's in the top 5% in the world for all podcasts. I spend a fair amount of time thinking about these podcasts, building out the blueprints, and what it is, it's not necessarily a podcast.

It is a podcast, obviously, as a platform, but what I'm looking to do is build you up an archive of blueprints so you can achieve anything, whether it's wealth, health, or life by design. Whether you want to start a business, systemize, scale, or sell, whatever you want to achieve, these are the my flywheel going is the fact that we're reaching more people every single day with this podcast. If you're enjoying them, I need to keep up that momentum, please subscribe, please share.

You've got friends, family, WhatsApp groups, Facebook groups of people who would benefit from these things. If you can return the favor by just clicking a share, send it to a few mates, I'd hugely appreciate it. I look forward to continuing this journey and giving you as much support as I can as we head into 2022.

All the best for New Year. I hope 2022 is going to be your best year on record. Get ready for the mindset level one, fire up the flywheel, get into motivation as soon as possible, and I guarantee you'll get momentum, you'll get that flywheel going, and 2022 will be your best year yet.

All the best for New Year's Eve, and I'll see you on the other side. Take care. 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, Daniel here on Facebook, Property Entrepreneur on Instagram and YouTube, and if you'd like to hear more, please share, subscribe, and look forward to seeing you on the next one.