**PEP 61 Edited\_Transcription**

[Daniel Hill] (0:05 - 1:01:40)

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. Good day, good day, good day. I hope you are well and coming to you from the sunny, snowy slopes of the Austrian mountains in St. Anton this week, coming to you every Tuesday with these podcasts, our growing rate and downloads seems to be starting to take a bit of an exponential shift now. And what I want to do in this podcast is break a record. So as the podcast starts to get more traction, the clear reason that people are listening to these is because of recommendations and people sharing the individual episodes. Really, really grateful to those of you that tune in every Tuesday.

Thank you all for your support in helping us to grow this podcast. And hopefully what you'll get in is a back catalog and library of blueprints, methodologies, hacks, market news, anything that's going to support you with wealth, health, life by design and the realities of actually being a property entrepreneur in practice. What I'm going to do with this episode is try and encourage every single person that's listening to this to share this podcast, this episode with at least one person.

So I thought, what can I give you that is going to give you some value that will apply to somebody in your life? So a friend, a family, a partner, an investor, your husband, your wife, your son, your daughter, anybody in your life, how can I give something for everybody to try and encourage you to share this podcast with them and get us the highest downloaded episode since we started this podcast? Well, I'm away with a few friends and one of the things that kept coming up was talking about mantras and quotes.

And the reason I've called this podcast, Don't Quote Me On This, is on Property Entrepreneur, we use mantras and quotes and anything we can to make things simple. And rather than you having to read a whole book to understand a concept in less than a sentence, just a few words, you can take a lesson, a learning, a mindset, an attitude on board, and then remember it and apply it religiously and relentlessly and execute every time that it's relevant. It will give you that sound bite in your head that's ringing in your ears that enables you to change and behave and perform in a certain way.

And what we did was we talked about loads of different quotes, mantras, things that we've heard from other people, things that they've learned or we've learned in our years of running Property Entrepreneur. And what I did was I just started writing some down, sort of asking, what's your best quote? What's the favorite one you've heard?

What do we teach that really rings in your ears? And what I've done is I've basically just written these down. And over the next 30 minutes or so, I'm going to give you as many sound bites and quotes as I can, which I genuinely think, if they're on these pieces of paper, they're things that I've learned from my mentors, they're things that I've learned in business, they're things that I have read, studied, taken on board.

And over the next 30 minutes, I'm going to boil down the experience, expertise, and these quotes and sound bites from some of them are ours, some of them are other people's, some of them I know who they're from, some of them I don't. So don't quote me on any of them. But hopefully each one that you hear will make sense initially, but also some of these will really resonate with you.

And I guarantee both when you listen to this, you'll hear something and you say, do you know what? That makes perfect sense. I'm absolutely going to adopt that now and take it forward.

I wouldn't expect you to take more than a handful away and remember them, but the ones that really resonate, tune into, put them into practice. I guarantee they will fundamentally change your attitude, your execution, your mindset, the way you approach business, relationships, deals, and also share them with people. So you'll hear something and you say, do you know what?

That would be such a good quote for my business partner, my husband, my wife, my child, my friend, anyone, my WhatsApp group, my Facebook community, whoever it is you share it, please share them for their benefit and also help us to break the record for Property Entrepreneur podcast today for the highest downloaded episode. So some of these I'm going to provide some context on. Some of them I'm just going to read and give you a moment to sort of consider and let it soak in.

So in no particular order, Elon Musk for a while was one of my heroes. And if you've ever seen the 60 minute interview where he talks about having three failed launches with SpaceX, he gets asked the question, did you ever think about giving up? And Elon Musk said, I never give up.

I would have to be dead or seriously incapacitated to stop. That's a huge lesson. That's a huge learning for me.

And when I was in those early days, failure was just absolutely not an option. And maybe not so much now because I've gone through those hard miles. I've made the hard mistakes.

I've done the heavy lifting. But if you can have that mindset of never giving up and failure is not an option when you're going through those tough miles, that will be something that supports you and gets you through it. Another one.

So James Kahn from Dragon's Den early on in my entrepreneurial career, probably when I was this is probably about 15 years ago, I would say probably 15 years ago. He wrote a book called Brick Lane to Dragon's Den and one of his quotes in there, two quotes. One, which I literally live and die by, is observe the masses and do the opposite.

Observe the masses and do the opposite. We teach this on Property Entrepreneur when we do strategic positioning. And basically the lesson is if it's on the open market and they're doing open viewings and they're taking offers on the way out on a clipboard, you're barking up the wrong tree.

It's already over. Don't waste your time. Observe the masses and do the opposite.

Go and find something that nobody else is doing. Find an angle, find a niche, find a crest of a wave. And that's where you want to to operate.

The second is James Kahn again, same book, is don't buy anything in your life until you can afford to buy it twice. So don't go out and buy anything in your life. The new car, the new house, the new overhead, the new expense, the new luxury gift or whatever it is you're thinking about buying for yourself or for somebody else.

Don't buy it until you can afford to buy it twice. Mentally, that gives me a huge anchor and mindset towards what should be bought, when it should be bought. And specifically, if you're thinking about borrowing money to buy things that you can't afford, if you can't afford to buy it twice, definitely don't buy it.

Don't buy it at all. Stephen Knight, Shoe Dog. So Stephen Knight founded Nike.

I don't know if you've read his book called Shoe Dog, but the book is basically the chapters from when he started selling trainers in his basement up to running a multi-billion pound empire, which is now Nike. Not so much a quote of his, the quote is actually Winston Churchill, but when you read that book, every single chapter is basically a disaster. So he talks about the journey.

When I talked earlier about never giving up, for those of you at the beginning of your journey, every chapter of that book, all the way up to being a billionaire, is a disaster in the book. And the mantra that I took from that, which was, and we recommend this on Property Entrepreneur for people to read to just get the reassurance that property entrepreneurs or entrepreneurship is really challenging, is the Winston Churchill quote, I again, don't quote me on this, which is having the ability, success is having the ability to go from failure to failure with no loss of enthusiasm. That book is a fantastic example of how to do that in practice.

Few more. Discipline is freedom. I think this is Jacko.

Discipline is freedom. And there's another quote to go with this, it's not Jacko, which is, you have two decisions in life, the pain of discipline or the pain of regret. Think about those.

Discipline is freedom. And if you've never been disciplined and you've never managed your diet or weight or workload or work-life balance or bad habits or exercise, if you've never put yourself into a position of discipline, you may not understand this yet, but discipline is freedom. And you have two choices in life, to live through the pain of discipline, the pain that comes with being disciplined, or you don't do that and then you live the pain of regret.

You're doing things you don't want to do, you're overeating, you weigh more than you'd like to, you're not as fit as healthy as you'd like to be, you're not getting up at the right time. Pain of discipline or the pain of regret. A leadership quote, leaders eat last.

Think about that as a concept, leaders eat last. In business, in life, who are you putting first, yourself or others? Leaders eat last.

Next one, about doing deals. Now, in the entrepreneurship space in general, but also in the property space specifically, there is a lot of, in our industry, there is a lot of ego, shooting for the stars, focusing on the top line rather than anything else. Some people do deals for the sake of doing deals.

And one of my mentors, Roger Hamilton, taught me that you treasure what you measure. If you want to own 100 houses or you want to own 20 service accommodation units or you want to have 150 rooms, you can have that, you'll have that, you can have, you treasure what you measure, whatever you're focused on, you can have. However, that doesn't necessarily mean you'll get what you're hoping for.

So this next one is trying to focus you on, you treasure what you measure, but actually what you're trying to achieve and don't do deals that don't make money. Now, that sounds so straightforward and so easy, it's easy to understand, but it's hard to do. We get caught up in deals, we go to an auction, we overspend, we want it to be so nice that we can live in it.

We want to work with a new investor, we want to get the deal done so we can post it on social media. Don't do deals that don't make money. Next one.

So the next one is about playing the long game and you want to live your life feeling content, relaxed, secure, confident, and you don't want to be looking over your shoulder and walking on eggshells and feeling anxious about perhaps relationships or deals or the way you go about what you do. A lot of people have short term mindsets and short term focuses. And what I encourage you to think about here is in your life and in your business, don't leave crumbs.

Crumbs are decisions that you make in the moment, they're short term thinking by short term people where in the moment you're focusing on the short term and what's in front of you, but you don't want to leave bad karma behind. So it might be somebody that you owe money to and you've, you know, somebody lent you money and you've not paid them back or you signed up to do business with somebody and then you pulled out or you said you were going to do something. Somebody got there, maybe you're going to do a refurb or development and you got all the trays lined up and they got everyone ready.

They ordered the materials and then you pulled out at the last minute. These are all crumbs that you leave behind you. And it means in the future you'll have to look over your shoulder.

You know, you'll be anxious about going to certain places because you don't want to bump into certain people. You have a reputation that's going to end up catching up with you at some point. Whatever you do in your personal life and your business, don't leave crumbs.

Twenty twenty one, we learn a lot. We learn a lot about life. We learn a lot about how sensitive and vulnerable all the things that we have, you know, with covid and twenty twenty, twenty twenty one with covid are.

And a lot of people learn a lot of things. You know, people started to move out of the city into the country. People started to value their life over their work.

And we've seen a lot of lifestyle shifts for some people on property entrepreneur. We spend three months every year, October, November, December, building out our life by design and our strategy for our business each year. A mantra that I'd encourage you to consider, you know, all being well, we're going to be here for depending how you know where you are in your life, what your fitness is like, how much you invest in longevity, how old you are now.

We could be here. We could be blessed with decades ahead of us. But equally, we might only actually have days.

A great quote to tune you into this when you're thinking about how to spend time with your family, your partner, how you how you prioritize work over business, over pleasure, work, over life, essentially, is whatever you want to do. Do it now. There are only so many tomorrows.

Whatever you want to do, do it now. Send that message, book that trip, buy that thing that you've been debating whether or not you should buy it right now, as long as you can afford to buy it twice. But whatever you want to do, do it now.

There are only so many tomorrows, starting a family, moving house, spending more time with your parents, whatever you want to do, going self-employed for the first time, whatever you want to do, do it now. There are only so many tomorrows. The next one, and this is one to tune into with.

Your bad habits, the way that you judge yourself poorly, your I can't think of the word I want to use explicitly. Your insecurities, that's the word, your insecurities. All you want to do in your life is by your own standards, and then this is the quote, be someone you can be proud of.

The way that you're performing today, the way you're behaving, the habits you've got, the way you exercise, the way you do business, the way you treat your friends, your family, the way you train, the way you look after your body, the decisions you make. You know, integrity is what happens. Integrity is what you do when nobody else is watching.

Are you someone you can be proud of? And I would say I've worked really hard on this over my life, and there's been periods in my life where I've really not been that. You know, I've looked at things I've doing, I've looked at perhaps decisions I'm making, and I'm really not proud of myself.

I don't hold myself in high regard. Tune into that and make changes so that you can stand there and genuinely think. I am somebody that I'm proud of, so be someone you can be proud of.

What could you do? You know, what do you need to start doing or stop doing over the next few weeks to be somebody you can be proud of? Next one is more revenue does not mean more profit.

More revenue does not mean more profit. On Property Entrepreneur, we have people come through the program every year, and all they want to do is get to entrepreneur level. They want to have 100 houses or they want to have seven offices, and all they want to do is go growth, growth, growth.

You know, they're starting to make money and they think that the way to make more money and more profit is to make more revenue. That really isn't the case. I can guarantee you now, more revenue does not mean more profit.

Most of the time you end up growing yourself into a load of overheads and you end up having to have levels of management and costs that you didn't have as a small business. More revenue does not mean more profit. The solution there is commercial balance and business modeling, which is what we teach in winter on Property Entrepreneur.

But just tune into that. Growing for growth's sake is not, it might satisfy your ego, but it's unlikely to make you more money unless it's highly strategic, there's a solid business model, and you can hit that sweet spot of commercial balance, which is really a small point in the growth curve. Finance again, and this is about wealth creation.

We literally talk about this all the time on Property Entrepreneur. It's not how much you make, it's how much you keep. Wealth creation is not how much you make, it's how much you keep.

And we talk about relative wealth. If you, I've got friends who, in fact, let's not use that as an example. Let's use general numbers.

You could have somebody that's making £10 million a year, but their overheads like Mike Tyson, people like that, you just go crazy with the money. You could be making £10 million a year and your overheads are, I mean, your overheads might be £11 million a year. But let's say you're making £10 million and your overheads are £9,999,999.

You then might have somebody else who's making £30,000 a year. But they're spending £20,000 a year. When you look at relative wealth, the person who's making £30,000 and spending £20,000 and saving £10,000 is more relatively wealthy than the person that's making £10 million and spending £9,999,999.

It's not how much you make, it's how much you keep. Another one on that, actually, I'll jump a couple, is we talk a lot about wealth creation on Property Entrepreneur. But those of you that know our clients, you know, our board members, you know, our trainers, you know, our speakers, all of them walk the talk and none of them are big spenders.

Now, that doesn't mean we deprive ourselves, you know, I'm like frugal hedonist, so I'd spend very little, whereas some of our other speakers spend more. They have the finer things in life. They buy the nice branded clothing.

But it's all done strategically, you know, it's done well within budget. And it's one of the other quotes we have on Property Entrepreneur is you will be amazed at the lifestyle you can lead on £50,000 plus expenses. Now, we've got board members, property entrepreneurs making multi seven figures a year, but they still not increasing their overheads in line with their earnings.

And this is a real key to wealth creation. Once you've got it, you can be a little bit more frivolous with your spending. But I'm talking, I'm not talking about wealth management or wealth preservation here.

I'm talking about wealth creation. If you want to create wealth, it's not how much you make, it's how much you keep. And another quote if you hear is the rich stay rich by living like they are broke.

The broke stay broke by living like they are rich. If you know some wealthy people, you'll know they're often very shrewd. Many of them have very low overheads.

And actually, you can walk down the street and just think this is a normal person who wouldn't even stand out at all. And then you have other people who've got the fleet of cars. They wear the designer suits.

They're going on the big holidays. They're all over Instagram. When you actually look behind the scenes of those two, it's really worth calibrating what is the difference between being rich and what is the difference between being wealthy.

And whilst this quote is leaning towards both, rich is the perception. In fact, I don't want to contradict myself in this quote, but the quote is saying the rich stay rich by living like they're broke. So it's not how much you make, it's how much you keep.

The broke stay broke by living like they're rich. They don't wait until they can afford to buy it twice to buy it. They spend above their means.

They borrow money to finance a lifestyle. They're living a life that perhaps is not reflective of their current income level. And also you could make, you know, you could make 10 million pounds a year and spend 10 million pounds a year and say, yeah, that's fine.

This is my lifestyle. That's what I do. But it's not congruent with wealth creation.

Wealth creation is about, it's not how much you make, it's how much you keep. And the rich stay rich by living like they're broke. The broke stay broke by living like they're rich.

This is a huge part of the wealth creation strategy we teach on Property Entrepreneur. Next, which is a nice one, a little bit more relaxed. Everything in moderation.

Including moderation. On Property Entrepreneur, we're always very transparent with, there's a pendulum swing. You know, we have peaks, we hunt like a lion.

We have periods of peak performance. We also let the pendulum swing, take our foot off the gas and, you know, enjoy those finer things in life, whether it's cakes or holidays or beers or anything. You allow that pendulum to swing.

In reality, everything in moderation, including moderation. Here's one for you to take forward, thinking about, are you surrounding yourself with the people you need to be surrounding yourself with? So we all know you've got drains and you've got radiators in your life.

Radiators radiate energy, radiate positivity, radiate enthusiasm, inspiration and encourage you to move forward. They radiate and then you have drains. You know, they drain you, they're challenging.

Everything's always a problem. There's negativity. You have radiators in your life and you have drains in your life.

Both are as addictive and contagious as the other, but you have to be, you have to have that power of proximity to surround people, to surround yourself with. And there's three types of people I would encourage you to have around you. So the three groups of people.

And have a think about who these are for you. So the first is those that are ahead of you, who you will learn from by following. So who are you currently following?

Who's ahead of you? They've achieved what you want to achieve. They've been where you want to go.

And you pay for your education one way or another. You know, you can pay by mistakes or you can pay by mentoring, training, joint ventures, however you choose to go about it. The first group is those that are ahead of you, whom you learn by following.

The second is those that are behind you, from whom you will learn by teaching. And then third, there's those who are at the same place as you, from whom you will learn in sharing the journey. They're the three groups of people you want to have around you and just start to think about where they are in your business life, your power of proximity.

Next one. And this is the hardest thing. This is, I think this is Steve Jobs' quote.

We talk about this on Properly Entrepreneur all the time. I was literally training our advanced properly entrepreneurs on it last month. The hardest thing is to keep it simple.

The hardest thing is to keep it simple. For whatever reason, human tendency and human nature likes to make things complicated. So you're going to write an operations manual and we all wear this badge of honour of, we've got a 785 page operations manual.

It's like, great. Well, well done. Congratulations.

Has anyone actually ever read it cover to cover? And is anyone ever really going to remember it? Now, obviously there's a scale, there's a spectrum.

You couldn't run McDonald's without that level of context and material, if you like, or documentation, methodologies, assets, performance, et cetera, which is one of the strategies we teach on, uh, on properly entrepreneur. If you can create the example I gave the entrepreneur, the proper entrepreneurs the other week was, uh, when I, when we had a multilateral UK in our portfolio and we had a property management team of six people running hundreds of millions of pounds worth of property, the whole department was run, we could have had a 50 page operations manual about how to book jobs in and how to process X, Y, Z. It took us four years to create it, but we ended up with an acronym, a four letter acronym, which was a word saying how to nail jobs, how to nail jobs and property management, N A I L.

And then it was four words. We get one beginning with N, one beginning with A, one beginning with I, one beginning with L. And in four letters, it explained the whole process that was done by every property manager day in day out.

And it was simple. It was written on the wall. It was audited on a Monday and a Wednesday and a Friday.

But that took us four years to create. The hardest thing is to keep it simple. Next time you're thinking about communicating to some, something to somebody, making a methodology, designing a product, creating some material.

There's another great quote by Benjamin Franklin, which says, I'm sorry. Please excuse the long letter. I didn't have time to write you a short one.

Please excuse the length of this letter. I didn't have time to write you a short one. The hardest thing is to keep it simple.

My life's work and building our property entrepreneur over the last decade has been taking really complex topics like growth, fundraising, profitability, diversification, strategy, personal development, wealth creation, productivity, execution, taking all of those concepts and boiling them down into the most simplest of blueprints. Speak to any of our property entrepreneurs, the blueprints when we teach them in our workshops are just straightforward. It's easy.

You walk out of there and you get it. But we all know, you know, execution is the hard thing. The hardest thing in your business is to keep it simple.

Have a think about that and focus on that as you go. Those of you that are into understanding personal development and ego, maybe even a bit of spirituality, a great quote that I picked up last year. Your ego drives you to an imaginary tomorrow that doesn't exist.

And that is so powerful. When you understand what your ego is and you try and be more strategic and holistic about the goals you take on, the targets you set, the journeys you go on, the challenges you adopt, you'll understand that is this actually what you want or is it your ego telling you to do it? Your ego is driving you to an imaginary tomorrow that doesn't exist.

You think when you make your first hundred thousand dollars, you're going to change. You think when you've got the first 20 properties, your life's going to change. You think that when you earn all the benchmarks we get on Property Entrepreneur, I want five grand a month, I want 10 grand a month, I want a hundred grand a month.

You have this perception that when you get there, this pot of gold at the end of the rainbow, it might be, you know, it might be financial or it might be physical. It might be a photo shoot. It might be a body transformation.

It might be a journey you're going to take on building a business. It could be anything. It's basically articulating that your ego is focused on the result, whereas we all know, and it seems, I don't know what the word is to say it.

We know what it is. I'm not cheesy, but, you know, there's a better word for it, but the journey is everything. You know, standing on top of the mountain is not the, a lot of these things have anti-climaxes, like completing a sales campaign, running a load of events, finishing a book.

There's loads of things. The journey is everything. And it's your, when you get distracted by that and you're not focusing on today and you're not focusing on the journey, it's because your ego is driving you to an imaginary tomorrow that doesn't exist.

If you've ever had anti-climaxes, things like that, you'll, you'll understand what that, that means. Bit more of a developed one. Here's another developed one.

And this is self-development, spirituality, perception. I am not what I think I am. I am not what you think I am.

I am what I think you think I am. Bit of a tough one. I am not what I think I am, so I'm not what I think I am.

And I'm not what you think I am. I am what I think you think I am. You can drive yourself nuts for that one.

Next one. Observe your emotions, don't absorb them. This is a game changer.

Observe your emotions, don't absorb them. So you'll know people who are emotional, irritable, sharp, rude, frustrated, angry, aggressive, negative. Observe your emotions, don't absorb them.

Start to become more self-aware about the way you speak, the way you conduct yourself. Are you consistent and you're always the same tone, the same volume, the same energy? Or are you completely off the scale, inconsistent?

Sometimes you're happy, swinging from the roof, other times you're grumpy, irritable. Don't do that to me. What you want to do is for ultimate personal development, especially in leadership, is be able to observe your emotions, not absorb them.

And what I mean by this is if you start to feel yourself becoming irritable, it's not because what they're doing. You're just punishing yourself because of what somebody else is doing. Why is it?

Is it actually because are you actually getting irritable because they're talking too loud or because they never shut up or because they've not taken the bins out? Or actually, so you observe that emotion, you're getting irritable, you're getting frustrated. Okay, interesting.

Rather than having that instant gratification of biting and barking and shouting and being, having a lack of self-awareness, why do you actually feel like that? And what you'll probably find is it's not because of what the case is. It might be because you're hungry or you're tired or your blood sugar's low.

You didn't sleep well last night. You're actually emotional about something that's happening at work and you're stressed and now you're going to take it out on your wife or your husband or your partner or your children. Start to learn to observe your emotions, see them, watch them pass, but don't absorb them.

And a real nice spiritual one I shared in Soul Purpose, which was a module that we did in October for all the property entrepreneurs this year, was, I am the sky. Everything else is just the weather. And this is, you know, there's so many layers to that, but I am the sky.

Everything else is just the weather. And remember, all those negative feelings you have, all those negative thoughts, all that stuff that goes through your head, you're just punishing yourself. It makes no difference to those people that have annoyed you or the people that are frustrating you, the people that are grinding your gears, doing you wrong, disappointing you, letting you down.

The only place you have to live is in your body and it's up to you how you feel in there. And if you choose to absorb your emotions and beat yourself up and ruin a day, ruin an hour, a day, a week on those emotions, nobody's winning. Observe them, but don't absorb them.

A little quick one is lead from the back. So heading into the last few now, lead from the back. On Property Entrepreneur, we don't believe from, we don't talk about lead, we talk about leading by example, but we talk about leading from the back.

Finding world-class people, putting them in world-class positions, giving them support, direction, strategy, resource, frameworks, performance, management, whatever they need. But then you do the leadership role rather than the management role and cheer them on from the sidelines. This is leading from the back rather than going out there and dragging people forwards.

It's cheering them on from the sidelines. Michael Singer, now this is a fantastic one that I read recently, is, and this is about self-actualization. This is like real advanced levels of personal development, spirituality, the soul, living a good life, being present, having gratitude.

Like if you're into the woo-woo stuff, you know, that I am, this is the sort of place you'll be. And this is just a really good mantra. I think it's originally, yeah, don't, again, don't quote me on this one.

But what Michael Singer says is the path to the way, so let's say the way, the way is the Tao Te Ching. It's like whatever you're into. The way is satisfaction, self-actualization, presence.

The way is how we want to live our lives on a daily basis. The path to the way has, or the path to the way holds no resistance to those who have no preference. So the path to the way holds no resistance to those who have no preference.

Now this is, you've got to have, you've got to have done the heavy lifting, made your money, tapped out of the top and done all of that to really want to embrace these things. But when you can roll with the punches and actually you're not, you're just not fussed about things. You're not precious about the car you drive.

You're not precious about how posh the restaurants are. You're not precious about designer clothes. You just have less and less preferences.

You're just content in being happy, fulfilled, in good relationships. If you can start to reduce the volume of preferences you have, actually the path to the way that we want to live actually holds less resistance. And if you think about, yeah, I'll probably leave that on there, save for getting it too complicated.

But the less preferences you can have, okay, here's another little soundbite. So those of you that know who Mo Gauda is, who did Solve for Happy, the book, talks about the happiness equation, which is basically, the happiness equation is the difference between your expectations and reality. If you've got a very low expectation, you don't expect anything, the smallest of things is amazing for you.

If you expect you want everything in life and you want all of this and I want that on the car, on that, you're constantly going to be disappointed because your expectations are so high, the reality is often not matching of that. It's the same with the resistance and preference quote, essentially. Navarra Avakam, inspiration is fleeting.

Inspiration is fleeting. So if you have a creative thought come into your head, you know, that's a great idea. I'm going to write that down, come back to it later.

It's not really how it works because you go back to it, you're like, what did I write that down for? I can't even remember because that moment, that connection, that thought, that energy, that snapshot in time was inspiration and inspiration is fleeting. Next time you have that creative thought, that idea, that opportunity, jump on it, grab your pen and go for it because inspiration is fleeting.

You can't grab an idea, chalk it up on the board and then come back to it Wednesday at 3pm when you've allocated some time to do it. Inspiration is fleeting and if you take that to another level, like again, spirituality, things like that, Rumi talks about, and granted obviously this is going back in time, Rumi talks about, Rumi's got a great quote which says, um, the breeze of dawn has secrets to tell you, don't go back to sleep. The breeze of dawn has secrets to tell you, don't go back to sleep.

Academically, this is about inspiration, it's about creativity, it's about being in that moment and inspiration's fleeting. But then spiritually, again, some of you won't be into all the woo-woo stuff, like I quite like all of that. Rumi talks about when that source, that inspiration, wherever it comes from, we don't know where creativity and ideas come from, sometimes they'll come and find you in the middle of the night because you're too busy the rest of the time.

You're on your phone, you're doing deals, you're running around, everyone's shouting, there's cars going past, those ideas can't find you in that space. But in the dead of night or in the breeze of dawn, they wake you up. And if you ever, you know, once a month maybe, you wake up at two, three in the morning, four in the morning, five in the morning, if that's early for you, and you just feel wide awake, that may be inspiration calling.

And Rumi says the breeze of dawn has secrets to tell you, don't go back to sleep. When you have those moments, you wake up and you're like, bang, I've got it. Get downstairs, turn the lamp on, get the pad and paper out and just scribble it out relentlessly.

That's where a lot of my blueprints come from. It's a lot of where our training material comes from. So where a lot of these podcasts come from is those moments of inspiration.

You literally just grab the pen and it feels like it's pouring out of you. Inspiration is fleeting. And the breeze of dawn has secrets to tell you, don't go back to sleep.

Another Navajo avocado one, play small games, win small prizes. Have a think about that. Play small games, win small prizes.

Tangibly, that might mean doing small deals or doing little transactions. You'll get small rewards and you'll get small prizes. Or if you think about it a bit deeper, it might mean if you're spending your day thinking, how can I send a really rude message to one of my...

Somebody's annoyed me. Someone is really... And you sit there and write that message out 10 times.

If you're going to focus on those small games, what's the small prize going to be? Right, send. And the small prize is, actually, I wish I didn't send that.

Now they're upset. You're upset, they're offended. And you're like, play small games, win small prizes.

If you're going to focus on those small things in life, you're going to get small rewards. If you can think bigger picture and playing long game or these sort of things, that will fundamentally change the way you go about things. Jim Carrey, I wish everybody could get to be rich and famous to realize nobody wants to be rich and famous.

Now, for those of us that want to be popular or those of us that want to have money, obviously, it's easier said than done. We strive for those things. We go out and get it and we commit 10, 20 years of our lives to go and getting it.

When you get there, what Jim Carrey has done after 25, 30 years of his career is actually now changed his message of, you do not want to be here. This is an anti-climax. There is all that stuff that we build up.

And I can definitely resonate with this. My dream in life was to get to the top of the mountain, get my profile up, get well-known, have financial independence, have a portfolio, have multi-million pound businesses. And I committed my life to it.

And I can honestly resonate with Jim Carrey's quote about nobody wants to be rich and famous. Sorry, everybody should get to be rich and famous to realize nobody wants to be rich and famous. When you stand into that top of the mountain and you've got those tangible things that you've set out to achieve, there is no pot of gold at the end of the rainbow.

It is no champagne popping. It's an elusive there. It's the journey, it's the learning, it's the experience.

And there is so much more to life than just wealth and fame, popularity, things like that. And I appreciate it's not until you've got the privilege of those things that you can understand it in practice. But on the journey there, just try and trust people who've, you know, that peer group who are ahead of you from whom you learn by following, just try and tune into that.

And rather than spend 10 years sacrificing everything, in fact, that's another quote we'll go on to in a moment, 10 years sacrificing everything at all costs, which is what I did pretty much to a degree. In fact, that is pretty much what I did. Stop and smell the roses, enjoy the journey, understand that the journey is not most of it.

The journey is all of it. It's yeah, really tune into that because it's a, it's absolutely bang on the money. The other one with, I've not got this one written down, but the other one is desire equals sacrifice.

We all have desires, get fit and healthy, do a body transformation, do a photo shoot, make a million pounds, do our first multi-million pound development, build a business with 100 employees. We all have these desires, but you've got to understand that all desire has a sacrifice. So desire is sacrifice.

The aim of the game is how many desires do you actually want? Probably ideally not more than probably one or two, maybe three at any one time and go into it. We talk about the iceberg on Property Entrepreneur and understanding how to size up the iceberg before you fire up the flywheel.

Understand that every desire you have to achieve it will just result in how much sacrifice you're willing to make. That really is it, that really, really is it. Nice easy one for you to get you to, this one should get you to pull the trigger, should get you to bite the bullet, get stuff done this week, the things you're avoiding.

Easy decisions, hard life. Easy decision. Yeah, I'll have a beer.

Yeah, I'm not going to go to the gym today. Yeah, I'm going to overeat, start work late, finish work early and spend all day on Facebook. Easy decisions, hard life.

Your life's going to be hard. You're taking the easy road. So easy to do that.

Let yourself down. Hard life. Hard life.

Sorry. Easy decisions, hard life. Hard decisions, easy life.

Hard decision. Get up at five rather than 8.30. Go to the gym rather than not go to the gym. Walk 15,000 or 10,000 steps rather than sit your desk all day.

Hard decisions, easy life. Equally, easy conversations. Oh yeah, we're all friends.

This is great. Yeah, you're really not doing a great job, but let's pat on the back. Thanks for coming.

Nice one for chipping in. Great to have you. Easy conversations, hard life.

Hard conversations, easy life. Difficult conversations, easy life. Easy decisions, hard life.

What conversations are you not having that you need to have? Because you're not having them, which means you've got a hard life. Easy conversations, hard life.

Equally, decisions. What decisions are you not making? What hard decisions are you not making?

Right, I need to get to the gym. I need to start lifting weight. I need to start cutting weight.

I need to start my business. I need to start. I need to split up with this investor.

I need to sack this person. Easy decisions, hard life. Easy conversations, hard life.

Hard life, hard decisions, easy life. Hard conversations, easy life. Tune into that.

Next one, I shared this with our team at the Strategy Day this year. How you do one thing is how you do everything. If you're in your car right now, have a look around you.

Is it full of rubbish? Is it covered in dust? Is it an absolute mess?

How you do one thing, if that's what your car looks like, what does that mean for the rest of your life is how you do everything. You fill up the bin in your kitchen until it's bursting at the seams, and you squash the stuff down, and you refuse to take it out, and then it overflows with stuff because you just don't take it out. You walk past it and think, oh, I'll do it later.

How you do one thing is how you do everything. How's your desk look? Is it tidy and organized?

Is everything in its place, well-considered, well-structured, nice and organized? In which case, how you do one thing is how you do everything. Your business will probably look like that.

Your projects will probably look like that. Your life will probably look like that. Or is it covered in half-eaten sandwiches, and Post-it notes everywhere, and scribbles all over pads, and sweet raffles all over the place, and you haven't cleaned your monitor in a year?

How you do one thing is how you do everything. And this rings in my ears all the time. I'll sit there and think, oh, do you know what?

I can't be bothered to do the washing up today. And I'll be like, do you know what? I'm going to do the washing up because how I do one thing is how I do everything.

If I'm lazy on doing the dishes, how's it going to come next time I've got a difficult decision to make in my business? Or I need to step up and make some hard decisions, difficult decisions. Or how you do one thing is how you do everything.

Tune into that. Have it ringing in your ears, and it will fundamentally change your attitude and your execution. Few to finish.

These are original Property Entrepreneur ones. Again, don't quote me on this as far as I'm aware. The outcome is inevitable.

So if you can size up the iceberg, look at the challenge, find the blueprint, and then you can execute relentlessly, I guarantee you the outcome is inevitable. Whenever I get involved in anything, charity fundraise, or starting a new business, investing in a new business, going into a new market, doing a new deal, I spend so much time on the way in making the decision. So people say to me, oh, yeah, do you fancy doing a weight cut for 12 weeks?

And some people go, egos. We just go, yeah, yeah. Why not?

Great. I'll sit there and say, right, what's happening in the next 12 weeks? How many holidays have I got?

Where am I traveling? Am I at home? Have I got any socials that I want to attend?

Really scrutinize everything. Don't start until it's finished. When you can size up the iceberg, figure out the blueprint, and then have it all in black and white, my conversion rate is almost 100% for things I say I'm going to do and then actually do it.

Now, that's not because I'm superhuman. It's because I know I'm not superhuman. And I know that if I say I'm a man of my word, I know that if I say I'm going to do something, the outcome is genuinely inevitable.

You'll know people like that. You'll have friends, family, people you look up to, mentors. And you look at them and say, do you know what?

They say they're going to do something. They always do it. They say they're going to cut weight.

Always do it. They say they're going to start a new business three years later. Amazing success.

They say they're going to give up drinking, smoking, overeating, and they do it. You've got some people that say they're going to do something and the outcome is inevitable. And then you've got the rest of the people who say, oh, yeah, I'm on this new diet.

And then you see them a week later and they say, oh, how's the diet going? And then they've forgotten they were even on one. Or they say every other sentence or day, yeah, I'm going to do this this year.

I'm going to do that this year. But you know that it never comes through. You want to be the sort of person that when you say something's going to happen, it always converts.

And the outcome is inevitable. If you say you're going to do it, the outcome is inevitable. And people can then depend on you and bet their bottom dollar on you.

Next one is relationships over transactions. Relationships over transactions. Most people nowadays are short term thinking from short term people.

They're focused on what's in it for them now. What are they going to get out of this transaction? How can they squeeze the pips out that person they're negotiating with, dealing with?

Short term thinking is selfish thinking. It's one sided thinking. Start to think about relationships over transactions.

You've heard me talk about this before. I'll only ever take probably 80 percent of the deal off the table because I want everyone to be a winner. And if you've not listened to the everyone's a winner podcast, listen to that.

That is relationships over transactions. Play the long game. It's all a long game.

Next one, four left now. No problems, only solutions. No problems, only solutions.

What I mean by this is there is no problems in life. In our business, we don't talk about problems. We don't dwell on problems.

We don't say, oh, I can't believe this has happened, that's happened. You grab the problem as an opportunity, say, fantastic, here's a problem. Let's deal with that.

There is no problems in life, only solutions. The reality is the majority of people out there, the masses focus on the problems. They moan, they complain, they're negative.

All they're focused on is the problem. If you want to really take high performance, success, personal development to the highest level, leadership, management, growth, no problems, only solutions. And it's literally like there is never a problem.

There is always a solution. An example of this is flying out here to St. Anton. Flew out, couldn't land in Innsburg.

Is it Innsburg? Couldn't land at the airport because the weather was too bad. Circled for 30 minutes and they said, oh, unfortunately, we're going to have to land in Germany.

So I'm going in, I'm thinking, great, well, we're landing in Germany. I'm looking at my map, I'm thinking, right, we're in Germany. They're then going to give us a two and a half hour coach transfer back to the airport we were hoping to land at.

And then I've actually got another two hours, two and a half hours to get to my destination, where actually it'd be quicker for me to go from Germany to St. Anton. I was thinking, right, fine. And this is before we've even landed.

I'm thinking, that's the problem. What's the solution? I was thinking, I know what I'll do.

When I land, I'll get a train. Went to look at a train when we landed, touched down on the tarmac, as we all do, turn my phone straight on, looked at trains, but the train didn't leave till four and I'd landed at about 12.30. So I was thinking, I've got to wait three and a half hours for a train and then get a three hour train. That doesn't really work for me.

So I thought, do you know what I'll do? I'll get a taxi. So I looked at it, time versus money.

I thought, do you know what? I'm just going to get a taxi. So I rang a taxi and like a local taxi, this airport was in the middle of nowhere, tiny little airport, not even really got a terminal, just an industrial shed.

It was literally just a diverted plane that had no duty free and novelty Toblerones, anything like that. Just this tiny little airport in the middle of nowhere. I thought, well, I'm going to find a taxi number.

So still sitting on the plane, found a taxi number, rang them. I said, I've just landed at this airport. Is there any chance you've got a car that could pick me up and take me to St. Anton, which was about an hour, about two hour drive. And I said, yeah, no problem. I'll be there in 10 minutes. And I said, how many seats have you got?

They said, I've got, it'll have to be a mini bus just because that's all they had. And well, the drive, without complicating it, the only car they had available was a mini bus. And I thought, right, well, obviously the price of that is going to be quite high because it's a mini bus just for me.

So I thought, right, no problem. How many seats they got? This has got eight seats.

So eight seats minus me. So I got off the phone, went to get my bag and just started asking around. I said, right, 250 people stranded, who wants to come to St. Anton?

So any of you going to St. Anton, basically I've got a mini bus, it's outside and we'll be in St. Anton in two hours. The alternative is you've got a seven hour or a three hour wait for the coach, two and a half hours to back to the airport and then two and a half hours to St. Anton. Basically you can get there in two hours or you can spend the next eight hours traveling.

Obviously the first seven people I spoke to were like a hundred percent were in, split the bill. So it ended up costing me 60 euros to get from Germany to St. Anton. I was there in less than two hours and I actually arrived the same time I had planned.

Everybody else on that flight ended up spending seven or eight hours. I was in St. Anton before the coach from jet two had picked those 200 people up from that airport. No problems, only solutions.

Tune into these things and just think there is never a problem. There is always a solution. Anyway, that will change your life.

Tune into that one. Three to go. Number three, in no particular order, highly valuable, highly leveraged.

All you want to be focusing on in your business and in your entrepreneurial journey is increasing your value. How much value do you add to other people? You might have heard me talk about rate, price and value before.

How much value are you adding to other people and just constantly increasing that value that you're adding. Bigger deals. Well, in fact, increasing that value.

Highly valuable and then also highly leveraged. If you've not listened to the task triangle podcast, go back and listen to that. You want to focus all day, every day on being highly valuable, highly leveraged.

I'm working. I'm in St. Anton skiing with a few friends and I'm spending two hours working today, including recording this podcast. But there's people all around the country doing deals, building out properties, running companies, building companies, investing funds on my behalf.

Because of the value that I've added to that relationship, transaction opportunity deal. Highly valuable. You want to be highly valuable.

And you want to be highly leveraged, not leveraged in money, leveraged in expertise and capacity. People all around the country, all around the world, actually. I've got VAs in other countries doing things on my behalf.

They just happen. Highly valuable, highly leveraged. If you see my social media posts, they're posted by oversubscribed our marketing company.

If you see short form copy written, that's a voice note that I've written that's been transcribed by my copy editor. Highly valuable, highly leveraged. Listen to the task triangle on that.

I'll teach you that. Two to go. Penultimate one is you can achieve anything, but you can't achieve everything.

I guarantee you, hand on heart, where you're physically and mentally able, you can achieve anything you want in this life. And I know this from experience. There's very few things I've set out to do and not achieved, whether it's been breaking world records or doing body transformation or building businesses or creating loads of wealth or doing big deals or scaling companies or buying companies or selling companies, whatever.

You can achieve anything you want in this life. I guarantee you, I guarantee you. Obviously, if you're three foot tall, you're probably not going to be the next Michael Jordan.

If you're mentally and physically able, the things that you want to achieve, you can achieve anything, absolutely anything. And you should take ownership of that and actually go after it. You can achieve anything.

But you can't achieve everything. This is it. Desire equals sacrifice.

Everything needs to be highly strategic. You can achieve anything you want, but you can't achieve everything. 70-20-10.

If you think you're going to go and smash out the park and start 10 new companies this year, you'll probably do that. You treasure what you measure. You've opened 10 companies, but you probably won't make any money.

You probably won't make any dent in the industry. You probably won't build anything hugely groundbreaking or strategic. You want to be an inch wide and a mile deep.

You can achieve anything you want, but you can't achieve everything. Less is more. Inch wide, mile deep.

And then finally, which is a nice one to sign it off with and is actually printed on the bottom of my Property Entrepreneur pad, is the mantra that I live and breathe by. It's the mindset that we teach on Property Entrepreneur. We encourage everybody to consider is when you understand all these things and you can find the blueprint, you can find the people who know what they're doing, and you can set it up, break it down, commit to the things that you want, commit to the right things, and then execute relentlessly, I absolutely guarantee you success and failure are both very predictable.

Success and failure are both very predictable. It's not a secret algorithm. It's not a crystal ball.

It's not finger in the air. It's not a lucky dip. Success and failure are very predictable.

There's a blueprint out there. There's a way to do it. There's somebody that's already achieved it.

If you can get that, you can understand it, you can put it into place, and you can execute relentlessly, I guarantee you, you can have everything you want from your life. You can have everything you need from your business, and success and failure for you in the coming weeks, months, and years will be very, very predictable. I hope you enjoyed those.

They're some of my favorites. They're mantras, quotes, mindsets, approaches that have fundamentally shaped and changed my life. I hope that in listening to those, you've got plenty to take away to take you up to the next level.

Also, think about, you've probably listened to this podcast a couple of times when you're out walking, running, going to the gym. Think about the people you're thinking about when you hear those quotes and send it on to them. Click share, send it on the WhatsApp.

Click post, post it on your social media. Share with your friends, share with your family, and hopefully, for that 60 minutes of boiling down a lot of the things that I've learned over the last 20 years, you'll help us to share this message, help your friends, family, investors, business partners, and help us to break the record for today's podcast being the highest downloaded podcast of all time on the Official Property Entrepreneur podcast.

So thank you for your support. I hope you enjoyed it. Share, like, hit us a review, and a thank you for the ongoing support.

Put these into practice, and I will see you on the next podcast next Tuesday. Success and failure are both very predictable. All the best.

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.

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