**PEP 70 Edited\_Transcription**

[Daniel Hill] (0:05 - 36:10)

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. It is Tuesday, which means it's time for another Official Property Entrepreneur Podcast.

And today we're going to be looking at an absolute game changer, life changer. And if you execute this effectively, I guarantee it will change and improve the way you feel on a day-to-day basis, both in private and especially out in public. Second, completely unobjectively, it will also deliver better results, returns, experiences to your day-to-day life.

So what we're going to look at in this podcast is how to be someone worth remembering. And that might sound like quite a bold statement, but when we go through this, you'll understand the basics of how little you need to do in the modern world to actually stand out from the masses. And in your day-to-day, whether it's people you meet in business, in deals, in agents, in shops, restaurants, hotels, wherever it is, we will look at some real fundamental basics about how to be somebody that's worth remembering.

And not only will this make your day-to-day more enjoyable, I guarantee you it will generate more returns and results for you in the short, medium, and long term. So many of you will be aware that this year, my year of 2022 is the 12-hour work week. And one of my professional objectives is to raise my profile.

And one of the elements in there is to put more tangible assets out there to go more sort of national, international, just more assets that are out there for people to read, consume, engage with, and just increase the – it just continues to grow our audience a bit. And one of the books that I'm writing is called Karma Credits. And if you've not listened to Karma Credits podcast on this official Proper Entrepreneur podcast, it's episode 12, and I'd highly, highly recommend it.

It will genuinely change your life. It will change your life to a degree that will make your eyes water. It's absolutely fundamental stuff, whether you're looking at the practical of doing good things and getting good things back or the spiritual energy connection of how to create an insurance policy for your day-to-day life so things just tend to go in your direction and the universe has got your back.

Listen to episode 12, which is Karma Credits, and it's an absolute life changer. As I was sitting down to write this the other week, one of the things that became increasingly apparent – and the good thing, I practice this day-to-day anyway, but the good thing about going back through it is it reminded me of all the details, all the specifics, all of the little details you can do on a day-to-day and how much they compound to a more enjoyable experience. And one of the things I realized in chapter two was what we want to do is consciously go about doing certain things, and the outcome of this is that we will become somebody that's worth remembering.

And you will, it depends on what position you're in, what job you do, where you spend your days, but for people in traditional, especially hospitality, jobs where perhaps there's a degree of repetition, being stationary, being in the same shop, the same venue, the same agency, the same reception, a degree of perhaps monotony where they spend all day dealing with the masses, what we want to look at here is how do we break away from being just another person that goes past and has no impact, doesn't become memorable in any capacity, and how do we step out of that? And these are really, really simple things that if you or when you introduce them, and you can literally start introducing this today, I guarantee your life will change for the better reasonably immediately.

So a few things that you can do in your day-to-day to be somebody that's worth remembering, and there's a whole book that I'm writing on this within KarmaCredits, but specifically I'm looking at here daily interactions with strangers when you go in about your day-to-day in the agencies, in the businesses you engage with, the meetings, the shops, the restaurants, the hotels, the anywhere you go and meet strangers walking down the street.

So a few things you can do. So first one is asking everybody you engage with how, in fact, let's start above that, saying good morning or good afternoon, smiling and saying hello to everybody. And this might sound odd.

I'm talking about you go to a town or city you've never been to, you walk down the street and there's lots of people going past. Make a conscious effort to achieve eye contact with those people and smile and say, good morning, hello, how are you? And just acknowledge and go out of your way to say hello.

It could be somebody on the way, it could be a child on the way to school, it could be a stranger walking their dog, it could be somebody that you pass in the supermarket. Unprompted, somebody walking through the door is a good one. When you walk through a door to a shop, walking through the door, somebody's coming out of the way, morning mate, how are you?

Yeah, I'm fine, thank you, how are you? You've never met them, you speak to them like you've met them a hundred times and nobody else in that day is likely to have done the same thing. So the first is smiling and acknowledging, saying good morning, good afternoon to strangers.

Start doing that literally when you finish your run, you get out of your car, wherever you're listening to this, the next opportunity you have to engage with a stranger, smile, good morning, good afternoon, and just trust me, it will add a lot of value to your life and we'll explore why shortly. Second is asking everybody that you actively engage with how their day is going so far. So good morning, good afternoon is quite disposable.

It's like hi, hello, acknowledgement, but that's like a one second engagement. More like a one minute engagement would be at the checkout of the supermarket or at the petrol station or at a hotel reception. Anywhere you go where you're going to spend more like a minute than a second engaging with somebody, go out of your way to ask them how's their day going so far?

How's your afternoon going so far? How's your evening going so far? And just engage conversations.

Some people will just sort of say, yeah, fine, thank you. And that's it. Most people, however, will open conversation because they've served or engaged with 100 people before you who've had no interest in talking to them.

They've been playing on their phone. They've not even made eye contact. They've just engaged in the formalities.

When you have your phone in your pocket and you're connecting eye contact with them and you've smiled and you've said hello and you've asked them how their day is going so far, all of a sudden you have a 30, 60, 90 second engagement where you start to become somebody worth remembering because you smiled when you arrived at the reception rather than being stressed and frantic and busy. You asked them at the checkout how their day is going, whereas they've sat there for six hours previously and nobody's even connected eye contact. They're too busy playing on their phone.

They've got the music in. They have no interest in the pleasantries of engaging with another person. Asking people how their day is going is the next level of starting to take this to another level.

On top of that, the third point is whether it's a one-minute engagement like a checkout or reception or a hotel or a bar, or it is an open conversation with somebody you've just met. So maybe you're at a networking event or you've just met an agent. Most people, and we're talking about the masses again here, karma credits is all about going from being one of the masses to one of the minority really, and this is how you be someone that's worth remembering, is rather than do what most people do and start talking about themselves, you know, I do this, I've started doing these deals, I make this amount of money, I've got these opportunities.

The reality is nobody really cares about you. Nobody actually cares. What people care about is WIIFM, what's in it for me?

And a good way to open conversations is stop going into every conversation thinking it's an opportunity for you to pitch yourself, sell yourself, beat your chest, develop your ego, and start thinking about how can I add more value to the other person. And we take points one and two, hello, smile, point two, how's your day going, how's it been so far? And then three is take when you start going from this maybe not one minute, not one second, not one minute, perhaps it's half or even one hour, meeting, engagement, networking.

So, step three is go to start taking a genuine interest in these people, you know, what do you do? How long has your business been around? What do you enjoy about it?

What do you not enjoy about it? Who are you looking to meet this evening? And just take a genuine interest in the other person.

And you'll find these engagements not only far more enjoyable, but far more rewarding. Because if you've read books like How to Win Friends and Influence People, Dale Carnegie talks about the sweetest thing somebody can ever hear is their own name. And somebody can sit there and talk at you, if you like, for 45 minutes.

All you do is ask good questions. They talk at you for 45 minutes. You've not really said anything at all about yourself.

But they go home and they tell their wife or their husband, I've met the most amazing person this evening. They were engaging. It was just that you showed an interest in them.

You used their name, you smiled, genuine interest in what they've got to say. That adds value, it makes people feel good, it starts to develop the relationship, rather than what most people do and just chew your ear off and talk endlessly, which is just exhausting. The fourth is, and this is a sort of where you start to see a bit of a return on it, is the fourth is an insight into other people's lives.

So if you become somebody to remember, and you start to do these things, take a genuine interest, you'll start to get an insight into other people's lives. And there's two things here. One is, again, it can develop conversation, develop relationships, and it can make you remember more about them.

So next time you go into the restaurant, the shop, the bar, the hotel, the event, wherever you're going, you see them, you say, oh, yeah, how was your day off on Tuesday? Did you have a great walk with your friend? Or, oh, how did your son get on at that competition you told me about two weeks ago?

And because you've got insights of their lives, you can say things like that, which is easy to remember, easy to forget, granted. And you can start to use that to show you're genuinely interested, show you actually listen to what they were saying, and just, yeah, just adding value to other people's lives. The second thing is, when you get insight to other people's lives, is this should, depends where you are in your journey and who you're engaging with, this should give you a higher level of gratitude, recognition, benchmarking as to where you are.

You know, if you're having a bad day and you're running around because you've got a deal that's going on, you're going to make 150 grand, but it's gone down to 140 grand or whatever has happened, you know, you've gone to your favourite hotel and they're closed, or you've gone to your favourite restaurant for lunch and you're not been able to get what you wanted, and you're pissed off, you're annoyed, you're frustrated. When you get insight to other people's lives, like the people who work at the checkouts and serve you every day, or the people who are on reception for 10 hours, welcoming guests who have no interest in talking to them.

When you get insight to other people's lives, you can benchmark things. So, for example, what you'll see quite often in hospitality retail is when you say, how's your day going? And they say, oh, it's been, it's actually been okay, I've only got an hour to go and then I'm going home.

So, okay, they've sat there for however many hours watching the clock, or they might say, oh, well, you know, the morning was good, but I've just started and I've still got seven hours until I finish. And you're thinking, wow, they're in some sort of place they don't want to be for seven hours doing things they don't want to engage with. And that's, you know, whereas I'm running around doing my own thing, enjoying my life, but stressed about the fact that whatever it might be, just gives you a good insight to other people's lives where you can draw more value, engage more, show more interest, but also start to get a sense of appreciation and freedom as to where you are in And then finally, it's genuine compliments.

Be someone worth remembering any opportunities to pay somebody a genuine compliment, whether that's, I like your top, you know, you see somebody who's wearing a top in a restaurant, you've never met them before, you give them a smile, you even say, how's your day going? Because they've stopped to serve you. So I just want to say, I really like your top, like it really suits you.

And, you know, XYZ, it's got to be genuine. Another good one is people that you know, you've met previously, but perhaps you haven't had that much insight, you can't even remember their name, but you might notice they've had their haircut. And you'd always notice, and that's not necessarily because you remembered exactly what their hair looked like before.

But it's quite obvious to see when somebody's had their haircut, because if it's a gent, they'll be cleanly shaven, their sideburns will be squared off, the side and the back and the side of their hair will be nicely faded and nicely even, probably be well groomed. We all take a little bit more care of ourselves the week after a haircut. If it's a lady, it'd probably be styled a bit different.

It'd be very nicely square cut, it'd be very well conditioned. Perhaps they look like they've gone the extra step this day or this week, because they're making the most of their new look, their new feel, their new confidence, their new haircut. It's reasonably easy to see when somebody has had a new haircut.

And that could be somebody you've met previously, in most cases, or somebody you've never met. If somebody you've never met, you probably wouldn't comment on, oh, have you had your haircut? Because that would might seem strange.

Whereas if you've met them before, and you're looking for something to engage with, a genuine compliment, that's always a great one. Anything like that, the way they speak, the way they serve, the service levels they deliver, the clothes they wear, the way they handle a certain situation. Even, for example, I went to the pub last week, last Friday, I think it was, or last Saturday, last Saturday.

And it was absolutely, it was when it was really hot, absolutely heaving, no bar staff on. So everyone's waiting for ages. I just sat there smiling, watching what was going on.

And when I was outside in the garden, and one of the barmen came over, everyone else is sort of, you know, there's no glasses, there's nowhere to sit, it's a big wait at the bar, the food's taking ages. I just took two minutes to say hello, how's his day going, engage with the fact, you know, thank you very much, or engage with the fact it's busy. He told me he's only got two team members on, then he's gonna have four later.

And he was just really grateful that I took a moment to engage with him, rather than giving him a hard time like everybody else. And then when I got to the bar, stood there smiling, relaxed, didn't get stressed, didn't get frustrated. All that stuff happens in your head, you know, it's drinking the poison and want the other person to die.

Smiled, relaxed, just watch what was going on. And then when I got served, I just went out my way to say to the guy, thank you very much for serving me. I appreciate you serving everybody else.

I can see it's absolute bedlam, but you're still doing it with a smile on your face. And like, we all really appreciate the fact that, you know, you've chosen to be on that side of the bar and service today, where we can enjoy the beers and, you know, enjoy our afternoons. So I really appreciate that.

So genuine compliments like that, and just going out the way. When you do things like this, hopefully you're starting to get the vibe of what we're trying to do is be the minority, not the masses, and be someone worth remembering, going out of our way to add someone, add value to somebody else. And there'll be lots of outcomes to this.

Like some of the outcomes you want to do it with no sense of expectation or reward, but I can tell you now there will be an outcome for it. Some of it's intangible, like it will make you feel more relaxed. It will make you feel more confident.

As you start to engage with strangers, it will develop your ability to have conversations, to network, to go into meetings with people you've never met, to have challenging conversations. When you walk around with a smile on your face, you will feel more relaxed. When you say hello to strangers, you will feel more open.

And when you're engaging with everybody you talk to, it will just start to make you realize that the world around you is far more malleable than you think. The day you experience and enjoy, or experience and don't enjoy, you have far more input and control over that than you think. So the outcome from these things is you will feel better.

You'll feel happier. You'll walk around just with this sense of warmth that everybody around you is glad to see you, engaged with you, and just that you are somebody that's worth remembering, engaging with, developing transactional or short, medium, long-term relationships with. As you go about your day, I'd encourage you to tune into this.

Start smiling, asking people how they're going, taking a genuine insight and giving genuine compliments to people. And whilst I say that this needs to be selfless and it needs to be delivered, it is rewarding and it will make you feel better. And there will be things that come back from it.

But that's not why you do it. It's just one of the perks of the job, if you like. Here's a few examples literally from this week.

So I went to work in All Bar One in Sheffield two Fridays ago. And I spoke to the woman at reception, engaged with her. It was pretty quiet, pretty empty.

Engaged with her, asked her how her day was going. And then immediately she said, oh, where would you like to sit? Rather than sit me anywhere, she said, where would you like to sit?

I said, oh, could I sit in that corner? I'm just going to do some work. She said, yeah, no problem at all.

And then she came over and took my drink order. And I engaged again. I said, oh, how long have you been working here?

Do you enjoy it? What's it like to work here? What's it like at the weekends?

Where are you from originally? She's originally from Derby. Oh, you're from Derby.

I'm from Nottingham. Engaged in a conversation. Really great.

Really nice. Just maybe two, 30, maybe a 30 second engagement and a one and a half minute engagement. That was it.

And then at the end, went out of my way, say goodbye. Thank you very much for having me. See you later.

I didn't actually tip her. I just said, thank you very much. See you later.

Didn't go back there for two weeks. Went back two Fridays later. And as soon as I opened the door, she said, oh, hello.

Great to see you again. I was like, oh, wow. Amazing.

That's nice. I'm obviously someone worth remembering. She says, would you like your same table?

Or did you want to sit at your normal table? Or do you want to sit somewhere else today? I was like, wow.

Like for a minute and a half or two minutes and a half, I'm now getting the VIP treatment. She remembers where my favorite table is. And it's just far more engaging, rewarding, enjoyable than going somewhere else.

Like, wow, this is, that's amazing. Walked over to the table and she said, what would you like to drink? And I was like, oh, have you got, she goes, you want green tea again?

I said, oh yeah. She said, yeah, we still haven't got a green tea. I'm really sorry.

I said, you're absolutely right. She goes, tap water and a Coke Zero then. I was like, wow.

Yeah. And these are, these are obviously the drinks I ordered two weeks before. I was like, that's amazing.

Like how many, how many people have got into that bar in the last two weeks? Thousands, I suspect. How many have, has she remembered which table they sat, sit at, what their drink they ordered that they didn't have, what the drinks they then ordered and wanted were and then go out of their way to be nice.

You know, that's like, it's just nice. It makes you feel good. It makes the relationship more enjoyable.

It relaxes you. It makes you, you know, it's just makes everybody feel better. Another one, the barbers.

I always go in the barbers. I always say to hello to every barber. And then when I sit down, I ask them how their day's going, ask them if they're, obviously the standard question is how they've been busy.

Some of them I know where they live or when they're going on holiday or what they do outside of work or how long they've been there. For example, there's one chap who's a new guy and I just make it an extra attempt for maybe a couple of minutes talking to them, engaging with them, having general conversation in a bit broken language. And they just really like it.

But every time I go in there, now I walk in and they all turn around and say hello to me. Whereas previously, like nobody normally says hello when you walk in. They all turn around and say hello to me.

It's quite often that I'll skip the queue. One of them will say, oh yeah, I'll do his next. Because some of the customers choose their own barber.

Some of the barbers choose their own clients. It's quite often that I'll skip the queue and they'll say, oh yeah, just let you know I'm going to do my man over here next. I'm like, oh, amazing.

And it may be me, but I always feel like they take a little bit more attention doing my hair. They give me a little shoulder and arm massage. They use a bit of extra moisturizer.

They take a little bit more care when they're doing my beard and my wet shave and my hot towel and things like that. It just makes everything a little bit better. And I always tip them.

I mean, that probably helps. I always tip them. Third is going to the shop.

So I'll go to the local shop on a Friday. And not every Friday, but probably like two Fridays a month, we'll have people over or we'll have beers at home. And I'll go in on the way back from Property Entrepreneur, on the way back from the gym, wherever I've been.

And I'll go in there and get beers. And Friday nights, I only really go in there on Fridays. Don't tend to go in there for anything else any other time.

And then last week, again, the same Friday I'm talking about, this is all in one day, by the way, same Friday. As soon as I walk in, I said, afternoon, how are you doing? She goes, oh, I feel a lot better now.

I know it's Friday because you've walked in. I was like, wow, I literally come here once every two weeks on a Friday. And they know that it's a Friday because I've walked in and then start talking to them.

How's your cold gone? It seems like your cold's cleared up, but you're feeling better. She's like, yeah, I had to have three days off, but all is good.

And just, again, going out your way to be interested, engage in other people, ask them about their day, things like that. Last Friday, so the last Friday, sorry, same day. This is the same day because I was sitting there writing karma credits.

Went to a hotel in Leeds and two things. First of all, got a chance of reception and was nice. How are you doing?

How long have you been working here? Do you enjoy it? How long have you been in hospitality?

Are you going to stay in hospitality? What do you do outside of work? Just a bit of chitchat for three minutes while she was preparing my check-in and my card.

And then went upstairs, walked past the cleaner and said to the cleaner, how are you? Are you having a good day? Hope you're enjoying it.

I said, oh, yeah. Thank you very much. I'm sure nobody else has said hello to her that day.

Went to the room and went to put my card on and my card had been fried. And before I'd even done anything, the cleaner turned around and said, oh, is your card not working? I said, no, I've had it in my pocket on my phone.

I think it's fried. She goes, no problem at all. Let me let you in.

She goes, anything else I can get you? Do you need any extra drinks or anything? And I said, no, no, I'm absolutely fine.

Thank you so much though. So just because I said hello, I didn't know my card was fried. I didn't know I was going to need one or request something out of somebody else.

But because I said hello and was nice to everybody in my moment of need, they couldn't wait to reward me with that little gesture. So it's just an absolute game changer. Later that day, I did exactly the same.

It was actually that evening. So I went downstairs, had some lunch, chatted to the guy at the bar, had a nice chicken salad, asked for no cheese, salmon salad, asked for no dressing, no cheese. The food came back, no cheese, but it had the dressing on.

And she said, oh, I forgot that it should have had no dressing. I said, don't worry, I'll just scrape it off. It's fine.

Don't want to put anyone, don't want to complain. It's not a big issue for me. Probably tastes a bit better anyway.

And it's a nice emotional excuse to have a few more calories. And did that and then got chatting to the guy at the bar when I paid my bar tab. He'd been there.

He'd come over from Manchester, new job, enjoyed this, X, Y, Z. I then went out for the day, went and did my things, got work done, X, Y, Z. Came back that evening and my card was fried again.

So I went downstairs and said to the lady at reception who I chatted to earlier, I said, oh, it's only an hour left to the end of your shift. I said, are you looking forward to this evening? Because obviously she told me earlier in the day what time she was finishing.

I remembered that. I took an interest. She then reciprocated.

I said, I'm really sorry, but I think I fried my card. I had it in my pocket. It's gone off.

She goes, oh, you're room 302, aren't you? I was like, wow. I mean, how many guests have you checked in today?

And I'm the only one. That was eight o'clock in the morning. I checked in and this was about quarter to nine at night.

So 12 hours. How many people has she served? How many people has she engaged with?

But she still, she remembers me. And not only that, the room that I checked into, I mean, this is not a coincidence. You want to be someone worth remembering where it's your local shop, the barbers, the restaurant, the hotel.

I then went down for some, in fact, this was the other way around, but I went out for dinner and then my card was fried. But earlier that day, no, in fact, that's wrong. I went out for my dinner and my card was fried.

Then I went back to the bar to do an hour's work, carry on writing my book. And I went down to the bar, barman come over who I've been chatting to earlier the day. He said, nice to see you again, sir.

Nice to see you. Have you had a good afternoon yet? And I said, oh, can I get a tap water and a Pepsi Max, please?

He says, yeah, no problem at all. And he came over with the drinks. He just said, you know, these are on me.

And I was like, wow. So that's very generous. He says, yeah, no problem at all.

I thought, really? Like, is that right? Is that, I felt like guilty or a little bit obligated to pay.

So I had my drink, did my work and then went up to, actually went up to the bar and said, can I square you up for those drinks? He said, no, sir. He said, as I said, these drinks are on me today.

I was just like, wow. Like why he's, just because I've shown an interest, genuinely been nice to him, engaged with him, smiled, remembered him, said hello. He's now bought over two drinks, whether he paid for them or not, or they were on the house.

The sentiment is he gave them free of charge. And I was actually chatting, I was actually told this story to Jen at Portfolio Builder on Tuesday when we went for a walk. And she said she did exactly the same at the Belfry.

She ordered a Costa coffee or whatever it is, a latte. It was five pound 50. And because she knows the barman, she does all this stuff anyway.

Knows the barman, said hello before, engaged, know each other. He said, don't worry, like this one's on the house. This one's on us.

And you just think, but that's what life's about. We want to start shifting gears. And I'll talk about this in top tips, but just start moving into a better place where you're walking around giving value, warmth, love, connection, interest, genuine compliments, just putting all that stuff out there.

And it's not a coincidence. This Karma Credit stuff comes back. When I was in that restaurant I told you about, the table next to me, somebody, the chap knocked his hat off the chair and he didn't even know.

I walked over, picked it up, said, here you go, mate. Just let you know you dropped your hat. Oh, thank you very much.

Very good of you. Didn't engage, no further conversation, let them enjoy their meal. And then as I got up to leave and walk past their table, they said, how was your meal?

Did you enjoy it? Engaged in conversation. And then we had a 10, 15 minute conversation about development.

They're property surveyors from Manchester. They're doing a day in Leeds, then they do a day in Derby, then they're going across to Nottingham. And all of a sudden, out of nowhere, from picking up someone's hat, I've got two new people that I've met in property, invest and develop in the same area as I do.

I developed a new connection. Absolutely bonkers. And then last night, we had our New Year's Eve celebration at PPN UK.

Took our team out, nice lunch, drinks. Then we went to a place called Penny Lane in Nottingham, which is like an adults, not casino, what do you call it? Like slot machines, pool tables, lots of silly games, but there's a bar there so you can have drinks.

It's like really good fun. And we went in there, said hello to the guy at the bar, got served, did all the things I've talked about. And then we went to one of the machines that we normally play on, Zoltan, the fortune teller, and the coin got eaten and it didn't work.

So we got the guy over and immediately he was like, oh, cracking jokes, being nice, being sociable. And he said, no problem at all, I'll get you another token. And he said, I'll tell you what I'll also do.

He said, let me open it up and I'll get you a ticket. So he opened it up, got two tickets out, played a little game with us as if he was Zoltan, holding them behind his back and then swapping them over to give them to people. And it was just like, wow, even though we couldn't play on our favorite machine, we still got the tickets.

We had some fun and it didn't even cost us any money because we went out of the way to be nice to the guy at the bar on the way in. It's like, wow, that's bonkers. And then second, later in the evening, I went and ordered some drinks for the team and the lady at the bar was trying to sneeze.

So I made a joke about her trying to sneeze. Then the whole time we were serving drinks, we were like having a crack, having a laugh. She was clearly like ill.

She probably shouldn't have been at work to be fair. She was clearly ill, but despite the fact being ill, after two or three minutes of us chatting, she was smiling, we were laughing, we were having some jokes and it was just good fun. Got my drinks.

And then a half an hour later, we wanted to play on this donkey racing game, but you have to have somebody from the team run it. And there was nobody. And we said to the lady that I knew, she says, is everything okay?

I said, oh yeah, we're waiting for the guy to come and open this donkey racing thing up. He said, unfortunately he doesn't come on whatever day it is, Wednesday. There's nobody running it tonight.

And we're like, oh, gutting. We've literally waited an hour to do it. She goes, no worries.

Let me ring my manager, see if I can turn it on and I can do it for you. She's like, but just let you know, I've got no voice. So I won't be able to do the microphone and stuff.

We're like, honestly, we don't mind. We just want to race the donkeys. Five minutes later, she comes back.

She's rung her manager. She's got the machine turned on. Not only that, she's ill.

She's got a sore throat. She can hardly talk. She's on the microphone cheering the donkeys on.

Number two's in the lead. Number three's coming up. And you're just sitting there thinking, wow, what an amazing experience.

The team are playing the game they want to play. The place that was supposed to be closed has been held, or the venue that was supposed to have these two machines closed has basically sorted us out and gone out of their way to be nice. And now we're sitting here with her literally in physical pain talking on the mic, having fun with us for like 45 minutes.

They gave us a load of medals. Emma, my EA, won a furry duck that she wanted to win. And it was just amazing.

They gave us free credits. It's just absolutely bonkers. And whilst I'd say you don't want to do these things, you don't go out of your way to do these things because you want somebody to pay you back.

It's just the new life you get to experience. If you go out and be nice to other people, they will start to be nice. You will feel good anyway.

And then when they start to be nice to you in return, your life will change really, really quickly. So hopefully you get the sentiment of that. This is all about being someone worth remembering, going out of your way, doing nice things, being a good person, and just being somebody that's worth remembering.

A few top tips to finish. So the first is you want to move from a place of fear to love. You either live a life of fear or a life of love.

A life of fear where you think everyone's out to get you, everyone's out to screw you, it's me against the world. Or you live in a place of love where it's like everything's amazing, everything's going to be fine, everything's great. I love everybody.

You want to move from a place of fear to a place of love to start to enjoy this. The second is within that is specifically scarcity to abundance. So lots of people are like, I need more, more, more.

I'm going to screw them over. If you move from a place of scarcity and a mindset of scarcity to a mindset of abundance, where it's like there's enough for everybody to go around, let me buy you a drink, keep the change, here's a tip for my haircut, all these little things, granted you have to be in a financial position to do it in the money sense, but this applies to anything. Moving from scarcity and fear into love and abundance will fundamentally change your life.

Third is probably just a practical tip that initially this will feel really hard, it will feel really uncomfortable and it will feel difficult and you just need to grit your teeth and get through that. If you've not listened to the Fire Up The Flywheel podcast, go back and listen to that. You just need to go through the gears with that.

But once you've got the ball rolling, it'll become addictive where every opportunity you see to say hello to somebody, to do something nice, to pick up somebody's coat, to help somebody carry their suitcase, to help somebody carry their bags, it becomes addictive and you think I can't not do it because if I do not do it, I'm going to miss out on a karma credit, I'm going to miss out on the opportunity to add value to that person. I physically can't now not help that person in need.

So you want to move through the gears and appreciate it will be hard and awkward to start off with, but then it will just be amazing and game-changing. The fourth is smile and wave. Just literally walk through your day with a smile on your face.

It is chemically possible to smile and feel depressed. Start smiling and start walking around waving to people, eye contact, waving, smiling, engaging. Just start to feel this open source.

When we're talking about things like sole purpose or missing peace, which is a new piece I'm writing, it's all about the open mode where your heart is open, not closed. You want to be in that open mode and just smiling and waving at people is the first step to that. Then finally, it's just this safety catch of don't go out and do this thinking, right, I'm going to do this and then I want them to do this for me.

It's not how this works. This is no expectation, no desired result, no defined outcome, no attachment to the outcome. Just go out there and just be the nicest person you can be, love everybody, engage with everybody, feel warmth to everybody, and don't have any expectation of outcome.

Ironically, what you will get is the law of reciprocity. If you do all those things without the attachment to outcome or the expected outcome, the outcome is inevitable. The law of reciprocity will do its thing and you will get the free drinks, the head massage, the special table that you like, the warm service, the VIP treatment, all of these things.

It's success and failure are very, very predictable. Go out there, put this into practice. I guarantee you it will change your life.

So whatever you're doing today, smile at everybody, engage with people, ask them how their day is going, have a genuine interest in what they're doing, and be somebody that's worth remembering. There's people that we remember in this world and there's people that just drift past, have no level of engagement, add no value, and we don't even remember we've met them. So go through those tips, put them into action, start to attract the law of karma credits, which is episode 12 to your life, and be somebody worth remembering.

And not only will you feel good in doing it, it's quite likely it will come back to you tenfold. So success and failure are very predictable. I wish you the best of luck with this one, and I'll see you again next week.

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