**PEP 73 Edited\_Transcription**

[Daniel Hill] (0:05 - 29:05)

Welcome to the official property entrepreneur podcast with myself, Daniel Hill. On this strip back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Hello, hello, hello, and welcome to the next official property entrepreneur podcast. It is Tuesday.

It's time for your next episode, and before we go into it, I just want to say a huge thank you for the ongoing support for the podcast. Everybody who shares it, recommends it, refers it to friends and family, shares it on social media. We're maintaining our position in the top 10 of business and entrepreneurship podcasts in the UK, and consistently in the top 5% of most listened to podcasts in the world, which is just absolutely phenomenal.

Can't share my appreciation and gratitude enough, and to celebrate as we come into the spring and the summer seasons, keep your ears peeled because we're going to be going into event season where once a year we open our live events. You can come down, learn the blueprint, start to finish over a three-day event at the Belfry, and we're going to be releasing a special offer, lowest price ever for all podcast listeners in recognition and thanks for the support you offer for the official property entrepreneur podcast. Thank you very much for that.

In today's episode, what we're going to talk about is how you can achieve anything and how one can achieve anything they want in their life. This is called hold my pint. A few of us on the board talk about holding my pint, and it's basically where someone says, do you think you can achieve this, or I bet you couldn't achieve that, or is it physically possible to achieve this?

We say sort of half-jokingly, hold my pint, as in hold my pint, watch this, I'm going to show you what's possible. On the board, at the highest level on Property Entrepreneur, we have this on a regular basis, breaking records, personal bests in marathons, sales records, multi-million pound campaigns, developments that you would just, the normal person would just never think is ever possible. And what I want you to think about is I genuinely believe I can achieve anything.

I genuinely believe in my heart of hearts, hand on heart, blind faith that I can achieve anything. And what's more reassuring is I also believe the same for you. I believe you can have anything you want, you can be anyone you want to be, you can achieve anything you set your mind to.

And in this podcast, I'm going to take you through basically the secret sauce to how you can achieve anything that you want in your life, in your business, in anything you set your mind out to. If you're listening to this, and this genuinely applies to anyone, it even applies to our Property Entrepreneurs who know this blueprint, and they're going to listen to this and think, do you know what? This is the stuff I've been learning for the last 12 months, the last five years, and I still need to take it to that next level, because human tendency is one thing, entrepreneurial tendency is something completely different.

And what's actually required to achieve what you want to achieve is not necessarily what most entrepreneurs think. In this podcast, I'm going to take you through this. And if you're sitting there thinking there's something that's on your plate or in the back of your head, or on your goal list, your bucket list, your target list that you really want to achieve, and you're just not getting there, or perhaps you've got the drive and the motivation and the appetite to do something, but you're just not pulling the trigger, or perhaps you're running around a million miles an hour every day and you're physically thinking, I can't work any harder to get myself to where I want to get to, but I'm still not making the progress, this podcast is absolutely for you.

When you understand the secret sauce to how you can achieve anything, you will have and you will apply and you will execute clarity, focus, discipline, the right mindset, the ability to actually pull the trigger and get things done. The reality, though, of entrepreneurial tendency is we mistake activity for progress. We think being busy is a good thing.

We chase two rabbits and we don't actually catch one. We haven't got the focus that we need. We get so busy we bury our head in the sand and we actually procrastinate, or we go into something perhaps half-heartedly, and that's going to be a really key point as we go into this blueprint.

This blueprint is one of the fundamentals. It's sewn all the way through the Property Entrepreneur Methodology and Blueprint, and it really is the definition between getting what you want and running around for another year, another spring, summer, championship season, and not actually getting to the top of that mountain. What you need to understand is everybody talks a good game.

Everybody on this planet talks a good game. I'm going to lose weight. I'm going to start a business.

I'm going to hit my first six-figure year, seven-figure year, six-figure, seven-figure month, whatever it is. Everybody talks a good game, but there really is only about 1% of people that actually execute, and this is literally the definition between those who get across the line and those who talk a good game and cheer them on from the sidelines. I'm going to take you through a number of steps for this, and this is probably another one for your pens and pencils.

All of this is about strategy. It's not about running the treadmill. It's not about swinging the bat.

It's not about seeing how many hours you can work. It's all about being highly strategic and then executing relentlessly. We want to work smart, not work hard, and if you can work smart and hard, the opportunities are absolutely endless.

Hold my point. Anyone can achieve anything, but you can't achieve everything, and this is step one. Step one is you may be busy.

You may be running around. You may be working hard, but you're not getting the progress, the step changes, the results that you actually want. Step one is sizing up the mountains.

Now, there are a million mountains you can climb. Do you want to get into AAA game physical shape? Do you want to launch a new product or a new service?

Do you want to go into a new sector? Do you want to start doing some sort of development or investment or strategy that you've not yet considered? There's a million different mountains you can climb.

Number one step to remember is you can achieve, hold my point, you can achieve absolutely anything you want in this life. The reality though is you cannot achieve anything, and we need to look at all of these mountains that are around you, all the things you're getting excited about, all the things that are on your to-do list, all the things that are on your vision board. We need to look at all of them, size up those mountains, and decide which mountain am I going to climb.

You can chase two rabbits if you want, but the reality is you'll catch none. We want to go inch wide, mile deep, laser-like focus, and lock into one project, one campaign, one launch, whatever it is. You can achieve anything, but you can't achieve everything.

You better go inch wide, mile deep, launch one rocket into space, land it on the moon, and then go again. Most entrepreneurs just run around trying to fly five kites around the garden and wonder why they never achieve anything absolutely game-changing. The first is size up those mountains.

Look at those projects you've got going on and decide which one are you going to climb over the next six weeks, 90 days, three months, whatever it's going to be. Which mountain are you going to climb? The second is once you've looked at that mountain, turn it into an iceberg.

If you think about the iceberg, the tip of the iceberg is what you want to achieve, whatever that is, body transformation, million-pound business, six-figure profits, million-pound profit, whatever it is you want to achieve, but you've got to understand that to get to the top of the mountain, desire, which is a desire to achieve something, equals sacrifice. To get to that top of the mountain, to get to that tip of the iceberg, you've got to take on all of the sacrifice that's under the water that perhaps you're not considering to get that goal, that result, that achievement you want to achieve. Through that period, you've got to have an agreement with yourself to be basically in a position of difficulty, sacrifice, struggle, pain to a degree, potentially unhappiness.

Sacrifice, desire equals sacrifice. Basically, desire is an agreement with yourself to be uncomfortable until you get what you want. This will automatically push, I would say, the majority of people out of this game because discipline is the difference between what you want now and what you want most.

Do you actually want to get to the top of the iceberg? Are you prepared to sacrifice all the things that are under the water? If you are, that's the first commitment and clarity to get to the top.

Regrettably, or unfortunately, or realistically, that is the thing that stops most people. They're not prepared to make the sacrifice. They haven't sized up the iceberg correctly.

They're trying to get up two or three mountains at the same time. They will get up them, but it's going to take three times as long. One rocket into space, not five kites around the garden.

Size that iceberg up, look at what's under the water, and decide, are you actually prepared to make the commitment, the sacrifice, have the discipline to do all those things to achieve the top of the iceberg? That's step two. If you decide, yep, I am, I understand what it requires.

I understand it might require hard work, going into something new, some financial investment, some emotional investment, some social investment and sacrifice. If you are, then we move to step three and say, right, I've chosen my mountain, I've looked at the iceberg, I'm willing to commit and make the sacrifice, now I need a strategy. It's like, right, what is the strategy?

We spend three months on Property Entrepreneur. It doesn't matter if it's your first year or your eighth year, every year we spend three months on the strategy, looking at it and say, right, if I'm going to get to the top of this mountain, what is my strategy? What model am I going to use?

What position am I going to have in the market? What's my pricing going to be? What are the various steps and stages I need to get through to get through this?

How am I going to get on board with it? How am I going to warm the tires, fire up the flywheel, get things going? What's actually important in this strategy to get it going?

We build out the strategy, we build out the business model, and then we have in black and white what we're trying to achieve. We've chose the mountain, sized up the iceberg, and now we've got a strategy of, right, the top of this iceberg looks like, if it was a body transformation, it might be single-figure body fat. If it's a business, a new product you're going to launch, it might be a million pound revenue with 250,000 pound profit.

If it's a new service you're going to launch, it might be 1,000 clients at 15 pound a month, or it might be 10 clients at 50,000 pound a year. We need the strategy, the model, and really sweat over that result to make sure that if we're going to climb the mountain, when we get to the top, it's actually worthwhile. With the incubators that I work with, this is literally the conversation we have every month in our board meeting is, let's look at the model, let's look at the strategy, let's look at the margins, let's look at the pricing, let's look at the commercial balance, let's look at the sweet spots, let's look at the step changes.

You need absolute solid strategy as to what it's going to look like. Then we've got that, and then we break it down. This is, again, for our property entrepreneurs that listen to this, especially our advanced property entrepreneurs, you'll know this inside out.

The definition of success is having the ability to set a target, build out a strategy, and then just break it down. Tiny steps make huge successes. On Advanced, on Property Entrepreneur Advanced, we use a model called Game of Four Quarters, where we take the annual strategy, the annual targets, break it into quarters, break it into months, which is the Game of Four Quarters, break it into months, then break it into weeks, then break it into days, then break it literally into hours using the prime time trackers, so we know exactly what we're doing, and then breaking it down. Most people don't break it down. They'll just aim for the big thing, swing the bat, work hard, draw a line in the sand.

That's when I'm going to achieve it by. If I'm going to achieve that by then, I need to have the product built by then. If I'm going to have the product built by then, I need to start the campaign then.

If the campaign is going to start then, I need to build out the marketing materials by then, and just break it down step by step on a spreadsheet, a piece of paper, a whiteboard in your office, a calendar, anything. Then, break it down step by step and get into the granular details, so you're not worrying about how I'm going to run a multi-million pound business or a multi-six figure business. It's more right.

Today, I need to write a brief for the sex appeal, one of the things we use in marketing campaigns, the sex appeal to go to the design team, and that's today nailed. That's today's step nailed. One tiny step makes one tiny step after one tiny step makes a compound effect which delivers huge results.

That's the next step. The fourth step is breaking it down, is having a plan, breaking it down, and just getting it down to the tiny little granular actions you need to take on a daily basis to compound it up. The reality is, if you're going to do this, you probably shouldn't do it alone.

This might mean you're going to have coaches around you, you might have a community around you, you might have your peers around you, but more likely in entrepreneurship, it's going to involve taking a team with you. In the spring, what we're teaching at the moment on Property Entrepreneur is leadership, so how to create a world-class culture, how to have a locked-in management framework, how to create a movement, a motivation, an excitement in the team. This is the next step is, if you're going to sacrifice in the short term to get the desired outcome in the medium and the long term, it doesn't have to be painful.

I said you might be unhappy or you might put yourself through pain, you're going to push yourself out of your comfort zone. That doesn't mean or need to have to be blood, sweat, and tears. It can be fun.

If you're training to run a marathon or you're training to do anything, you can have fun while you're doing it. The next step is all about leadership and creating an environment where climbing this mountain is fun. You're doing it with other people, you're having fun, you're excited by it.

What we want to do here is gamification, is create a game with it. Have the annual target on the wall and then the quarterly target on a whiteboard and then set it up every quarter or every month or every week and get your team on board. Celebrate the successes, tick off every day, every week that you make another step forward.

On your prime time tracker, tick off every day that you do a little bit of work. Make it fun, get enthusiastic, share the journey with your team, and just have a great time doing it. Firing up the flywheel will be hard work.

If you're not listening to that podcast, go back, listen to the podcast, fire up the flywheel, but lead your team, create an environment where everyone wants to have fun, and work by reward as well. If you have a great day or a great morning or even just a great 90-minute session, work by reward. At the end of it, go for a walk, speak to one of your mates, jump on WhatsApp, have a nice 15-calorie bottle of Rubicon Spring, which is a nice little treat for completing my work.

These tiny little things, but work by reward. At the end of this session, I'm going to have a nice lunch. At the end of this day, I'm going to finish early and go for a walk with my partner, or I'm going to go out for a nice meal, or I'm going to go to the cinema.

Work by reward and make the whole process fun step by step. You don't need to kill yourself. The reality is time off, celebration, high-fiving and popping corks is a requirement, not a luxury.

It's very easy to fall into the masochist mode, which I talk to a lot of my ultimate high-performing entrepreneurs about, where we feel like the more pain, the more gain. If we're not in pain and discomfort, it's not hard enough. The reality is to do this for weeks, months, years, decades, we need to have fun with it.

Break it down, make it fun, tick it off as you go, and just have a great time doing it. If you pull all of that together, then the final step, you've got all of that. You've chose the mountain, you've sized up the iceberg, you've built out the strategy, you've broken down the plan, you've made it fun, you've come up with some gamification, you've got the flywheel going.

The final step, which is where most people let themselves down, is execution. If you go back to what I said at the beginning of this podcast, everybody talks a good game. Everyone says, this month, I'm going to do it.

Next week, I'm going to do this. Everybody talks a good game. There's only 1% of people, though, that actually make it to the finish line.

There's only 1% of people that actually execute relentlessly. There's only 1% of people that are prepared to have that discipline. Discipline is such a huge thing as an entrepreneur, but you've got to understand, and this is so true for me as much as anybody else, discipline is freedom.

If you have discipline in your life about getting sleep, about eating the right things, about exercising, about staying in the middle lane and the fast lane and not completely overcooking it, if you have those rules and that discipline and you get things done, it makes you feel good, not bad. Doing nothing or procrastinating or putting your feet up or letting your hair down or taking your eye off the ball and not doing the things you need to do, we all know that's a complete false economy. It does not make you feel good.

Whereas if you've got a plan and you've broken it down, at the beginning of the day, you've got a to-do list and a list of tasks. Like an absolute machine, you're ticking them off one at a time. You're getting things done.

You're starting early when you have to. You're finishing late when you have to. But at the end of the day, at the end of the week, you're getting things out the door.

The feeling of that is just amazing. It motivates you. It gets you enthusiastic.

It keeps that flywheel going. You start to see the results on the target tracker, on the wall, in the P&L, in the sales, and you've just got to get yourself in that space where you're both motivated, you're enthusiastic, you're disciplined, but most importantly, you're executing. You've got so many glass ceilings that are holding you back.

You don't think that you can do X. You don't think that you've got the capability to do Y. You think that this thing that you're going to do is going to fail anyway.

Forget all of that. Have a blind faith. Lock in.

Don't let yourself down. Raise the stakes. Burn the boats.

Go out and do it. And just push yourself through the comfort zone. Write it down.

Get it done. And just remember, how you do one thing is how you do everything. Lock that into your mindset.

When you're sitting there thinking, do you know what? This can wait until tomorrow, all the urgent stuff you get done, sharpening the pencils, answering the emails, paying the invoices, you'd always get them done because they're urgent. The important things, if you actually want to achieve anything, climb the mountain, get these great things, you have to pull the trigger and get the urgent things done of your own accord.

Integrity is what you do when nobody else is watching. Integrity is what you do when nobody else is chasing you. And how you do one thing in life, if you get this into your mindset, whether it's how clean your car is or when you empty the bin or the time you get up or the time you go to bed, how you do one thing is how you do everything.

And when you want to execute relentlessly, it's locking in. It's making it visible. It's showing other people and holding yourself accountable.

And it's literally just getting it done. 99% of people will not get it done. They might get it done initially in the honeymoon stage when it's exciting.

Some people might even push through the middle bit, where it's getting a bit novel, it's getting a bit grindy, but they still do it. But only the 1% of the top performers will actually lock in, execute and take it to the finish line to achieve these amazing things that anyone can achieve, but most people actually will not. I want every single one of you listening to this podcast to have the best year on record.

And we're heading into the spring and the summer. The days are long. The sun is out.

Energy levels are high. Optimism in the market. Granted, we're in unique times, but optimism in the market where people have got the propensity to spend, they're open to new ideas and opportunity.

They've got the optimism to actually go out there and buy new products, new service. They've got the appetite to spend money. You should absolutely be going into this championship season with this blueprint, with clarity of which mountain you're going to climb.

You've sized up the iceberg. You've committed to making the sacrifice to achieve that desire. You've built a strategy around it, so when you get to the mountain, you know it was worth achieving.

You know exactly what it's going to look like. You've broken it down by the quarter, the months, the weeks, the days. You're having fun with it.

You're celebrating with your friends, your colleagues. You're chatting in WhatsApp groups. You're coloring in whiteboards.

You're ticking things off, and you're actually executing and getting this thing done. You're turning up every day. You're getting your head down.

You're getting shit done, and you're finishing every day knowing that you're doing those tiny steps, and they are just tiny steps, tiny steps every day, every week, every month compound up to huge, huge results, and I genuinely believe you can achieve anything, absolutely anything, but we all know you can't achieve everything. Probably three mindset pieces just to finish off is I would encourage you to get this blind faith in your mind that not just that anything is achievable because that's binary. It's black and white.

If you're physically and mentally able to achieve something and you've got the right blueprint and you execute, you can absolutely achieve it, but you need to have the right mindset to go with this, and many people's mindset is holding them back. I know mindset sounds like such a soft thing, and it's like a personal development thing. We get happy and clappy, and we go to seminars and workshops and get really excited, and then we get home and think, oh, do you know what?

I'm just back to life now, and I'm on my own, and that stuff seems a million miles away, but mindset-wise, you want to lock into this stuff, and the first thing is failure is not an option. When I'm involved in any challenge, campaign, business, startup, failure is not an option in my head. Failure is just not even on the table.

When the shit hits the fan, things get hard, things get difficult, all you have to do is review, revise, get highly strategic to make sure you're making the right decisions, and then just execute because failure is not an option. When you set out to do something, if the blueprint's there, the model's there, you've done the prep well, it's all going to come down to you, really. Failure is just not an option, and also we know success and failure are very predictable.

Failure is not an option. Get strategic, execute well, and regardless of the bump in the roads, you are not going to not cross that finish line. Get that into your head.

Failure, for you, is not an option. There's things you want to do, things you want to achieve. Get into your head that failure is not an option.

You are absolutely going to get there. The second is, is this world-class? Is what I'm putting out there world-class?

Is it the best it could be? Have I just done a good job on this? Is this good?

Is it great? Is it excellent? Or is it world-class?

Go out there and make it world-class. Are you delivering at a world-class level? Is your design work world-class?

Is your marketing campaign world-class? Are your email nurture sequences that you're writing world-class? Are your videos world-class?

Is everything you're putting out the door world-class? If you speak to any of the businesses I'm involved in, I sit on boards for, I invest in, all we're interested in all the time is, is this world-class? Is this the best it can be?

Is this product, service, campaign world-class? That's it. Look at it and say, could this be any better?

Is this actually world-class? And then finally, it's flipping it on yourself. So not just the stuff that's going out the door.

Are you being world-class? Are you giving this everything you've got? Is there more in you?

Have you got more energy? Have you got more effort to give? Have you got more discipline?

Are you actually operating at the best you can? And you know, this is actually the best I can do? Or is there more?

Can you push harder? Can you break through that glass ceiling? Are these beliefs you've got in your head accurate?

Or are they just limiting beliefs? And are you giving this everything you've got? And if you answer those three questions, one, are you being highly strategic?

And do you understand failure is not an option? Two, is this world-class? Am I actually putting the best workout I can?

And three, am I personally giving this absolutely everything I've got? Am I pushing as hard as I can? Am I squeezing the cheese?

Am I getting the absolute pips out of this lemon? Am I pushing it as hard as I can? And I guarantee you, if you follow that blueprint, have those three mindsets, then you can get to a point where someone can say to you, you know, is this possible?

Are you going to actually achieve that? Are you going to run the marathon? Are you going to do the body transformation?

Are you going to sell these 10 places, 100 places, 1,000 places? Are you going to launch this new business? Are you going to do this new service?

I guarantee you, success and failure are very predictable. And if you go through those points, have the right mindset and attitude, and literally just turn up, do what you're capable of, do what you know you've got the potential to do, you will be standing at the top of that mountain in three weeks, three months, six months, whatever it is, with the gold medal, with the body transformation, with the six-figure, seven-figure business, with the £100,000 million profit, whatever you're heading out to do.

And you'll become one of those people, and you know them, where they say they're going to do something, or you say, do you think you could break a world record? Do you think you could beat your personal best? Do you think you could do 30,000 steps in a day?

And you'll become that person that just says, hold my pint, because I know, if I choose it right, I size up the iceberg, I can achieve absolutely anything. Ladies and gents, success and failure are both ridiculously predictable. And having done this for the last 20 years, taught it for the last 10 years, I guarantee you, follow these Property Entrepreneur Blueprints, listen to these podcasts, make notes and put them into practice, and you will be the next person who says, hold my pint, I can achieve absolutely anything.

And you size it up, you go out and execute, and you're standing at the top of the mountain, waving at everybody else, having achieved your full potential, made the most of this life we're gifted with, and get all the results that you want to achieve at the championship season ahead. So I wish you all the best of luck for that. Please share this podcast, subscribe, keep your ears peeled for the opportunity to join us at one of our events.

It's going to be 150 places only. We only run these events once a year, and you can come join us, spend three days with us, and take the whole Property Entrepreneur Blueprint home with you, and put this into practice. Make this year your best year on record.

And just remember, success and failure are both very predictable, and they're behind you 150% of the way. Enjoy this podcast, enjoy this Blueprint, go out and execute relentlessly, and I will see you on the next one. I'll catch you next Tuesday.

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