**PEP 77 Edited\_Transcription**

[Daniel Hill] (0:05 - 24:34)

Welcome to the official Properties Entrepreneurial 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 Profit Entrepreneur podcast episode. I'm coming to you today from the sunny beaches of Thailand, taking a couple of weeks out to chill out, relax, reflect, get creative, and just deliver on my promises to myself really.

This year, one of my objectives was, now or never, travel and adventure because I've worked really hard for the last 20 years. I've never really been a huge holiday person or traveler, and I just figured out I've got this unique window of opportunity in my life to make the most of it, or at least to try it. So I'm out here in Thailand, tourists on tour, going out, seeing the big Buddha, and yeah, going exploring and having a great time as one of my objectives for this year.

So congratulations to all of you who have already joined the official Properties Entrepreneur VIP WhatsApp groups. If you haven't already joined one of the WhatsApp groups, the number to text a message to is 07871612297. If you just drop a message in to that number that says VIP podcast, what we'll do is we'll add you to one of the VIP private WhatsApp groups, maximum 20 people in each group, and you'll be able to network with other high performers around the UK.

You'll be able to get VIP access to our summer events that are coming up. We only run them once a year. There's only 150 places, and we're going to be giving discounts and special offers to VIP podcast listeners.

And also in those groups, next week, I'm going to be jumping in and supporting you direct with some private mentoring, so you can put your questions in there. I'll be supporting with some voice note answers. Also, we'll be taking dedications for podcasts.

So anything you want me to do a podcast topic on, I'm going to be taking requests and then giving you and your business a shout out when we record those. Now we broadcast across all of our platforms on the official Property Entrepreneur podcast. I look forward to seeing you in those WhatsApp groups.

Today, what we're going to talk about is sex appeal, and are you in your business? Have you got enough sex in your sales? And this is something that's completely mishit by a lot of people.

It's not unless you actually understand the strategic elements of it, that you'll make the most of this in your businesses. Sex appeal is what differentiates those that own spaces in the market, those that can charge premium price points, those that have always got clients queuing up to work with them, and those that are always top of the pile. Because it's very easy to be a one hit wonder.

It's very easy to create a product at a certain time that sells really well. But it's very hard to do that consistently. But when you understand how to use sex appeal in your sales and marketing campaigns, you can always be fresh, always be topical, always be the top of people's lists.

Because you can take your established reputation, success stories, the track record you've developed over months, years, in our case, decades, and you can spice it up, make it sexy, make it exciting, and get people ready to go on something new and fresh. So what is sex appeal? Well, where most people get this wrong is they think about what they want to sell, and then they try to sell it, which, in basic terms, sounds like normal.

It's like, well, what else would you do? I have a consultancy business that I want to promote, or I run a development company and I want to sell construction. What we want to do is you basically want to sell people what they want, but then give them what they need.

And the sex appeal is the exciting, sexy, especially in the Western world, where people just don't want to buy. There's always a sort of a barrier up and they feel intimidated by sales. We want to break that down and make that buying decision easier, make it more exciting, make it something that people can really connect to.

And you'll find this whole process makes it a lot easier. So sex appeal is something that not many people understand how to use. It's a thing that very, very few people actually execute and practice.

The reassuring thing for you is it's very, very straightforward. So what it is, is creating in a defined period of time, a sexy headline, title, overarching brand and topic that people can connect to for a short period of time. So the sex appeal element is taking something that might otherwise be more functional and more boring and more logical of what you sell, more products based, and then packaging it up, branding it, marketing it and getting people excited by something that's unique.

It's topical, it's fresh, it's new. I'm going to drive it forward. So when do we use these?

When we're doing sex appeal, you want to recreate your sex appeal every 12 to 18 months. So sex appeal can only really last for 6 to 12 months in most cases, even if the relevance hasn't actually dropped off. But after 6 to 12 months, it can start to turn into wallpaper, people have heard it, they know it, it's not new, fresh, sexy and exciting anymore.

So an absolute maximum would be 18 months. So what you'll find here is it's the same sort of model that gets used in marketing campaigns. It's the same model and strategy that gets used in product development, product launches.

And it's the same model and structure that people use when they're releasing new product services under perhaps a new ambassador, name, title, topic, seasonality, excuse me, seasonality, which could be in the market or the seasons of the year. So we want to create it and then rebuild it every sort of 12 to 18 months. How do we go about it?

Well, what you want to do is, if you try and be a jack of all trades, we all know you're going to be master of none. And this is a really good example of going inch wide, mile deep, and you want to for that period of time, let's just say it's 12 to 18 months, you want to be the go to person for that topic. You want this topic, this appeal to be very, well, the word is topical, very topical, very current, very relatable to now.

And you want to be the best person in the market who knows about this topic. So not only do all your clients want it, they know that you're the best person to go to get it from. And also, because you've launched it up, you branded it, you made it sexy, you own that space, it will create a lot of magnetism and appeal towards your business, brand, product, and service.

So what does this look like in practice? Well, if you look at, if we look at our sex appeals, for example, the last sex appeal we did, so we obviously, our methodologies is enabling entrepreneurs to have a world of class, life by design, focus on their health, focus on their wealth, and have a holistic solution for everybody in business. And whilst you might attract people by just selling them what they want, which could be being a six figure entrepreneur, a seven or eight figure entrepreneur, having a business that actually makes money, we actually give them what they need, which is everything from lifestyle solutions, health and fitness, mindset, spirituality, understanding how to have challenging conversations, all the things that perhaps wouldn't necessarily sell programs, mentorship courses, but in practice, they're absolute fundamentals of what's required to get to the top of your game.

So whilst that's what we sell, which is a unique and proven methodology, used it for 20 years, taught it for a decade, UK's highest rated business and property training program, oversubscribed every year since 2013, that doesn't necessarily get people to take an interest, dive into the material, get excited, start to learn, know, like, and trust us, and go on the journey of becoming year long, lifelong entrepreneurs and probably entrepreneurs and clients. So what we do is we set it up, we say, right, well, we're top of our game in the current market, what do we need to be absolutely top of our game of, and then we create the sex appeal on top of that.

So we all know what we need, we need the proper entrepreneur blueprint, you've been listening to 70 odd episodes now, and hopefully you've had insight to the fact that these, you know, they're unique, they're proven, they work, they're very straightforward, they're not gonna magnetize a campaign to enable you to be oversubscribed every year for nearly a decade. So what we do is you set it up and say, right, well, if you look at your current market, the place you're operating in, and if you then look at your clients, the question you wanna ask yourself is, how do I best serve here? So in the current market, the current day, what's happening to my clients, what's happening to the people and the things around them, and what support, with my experience, expertise, resources, how can I support them the most?

So the last one that we did, the last sex appeal was the bounce back boom. So we're in the middle of a recession, for those of you that haven't listened to the podcast from last week, go back and have a listen to that about boom and bust. And you'll hear in there that when we talked about the bounce back boom, for an 18 month period, we guided over 100 proper entrepreneurs through the most unique times in history of pandemic, lockdown, all the sort of crazy things that happened in that time.

And not only did they survive, they actually thrived, and many of us came out with record years and the best results because we knew what to do, we shared it clearly, and then we executed consistently. So during that bounce back boom period, I had to make sure that I was absolutely on top of my game. So every single day, I'm reading government reports, I'm listening to government statements, I'm ploughing through three hours worth of recordings from the houses of Parliament, Commons, interviews with the Chancellor, literally pulling it all to pieces, then strategically understanding what it means.

But even more importantly, figuring out what decisions do we make today, based on the things they're going to implement tomorrow, to ensure that we absolutely own this period in time. So when I'm thinking about sex appeal, I'm like, right, well, how do I create this sex appeal? Nobody's going to be getting excited about monetary and fiscal policy, interest rates and inflation, you know, these may or may not have a slight element of sex appeal about them.

In fact, they don't have any sex appeal about them. They might have a slight amount of interest about them, but they don't have the sex appeal that we need to get it excited. So we've got to do is think about how do we structure a sex appeal campaign?

How do we how do we package up basically everything that's going to happen economically and get people excited about the genuine opportunity that exists? So what I had to think about was how do I explain this in one line, one sentence? And it did take me weeks to come up with that.

And I came up with it in the middle of the night, woke up, you haven't heard the roomy quote, the breeze of dawn has secrets to tell you, don't go back to sleep. And there's a whole whole nother thing I'll share with you another thought about that, about the whole sort of spirituality stuff of knowing when the universe is trying to get hold of you. But in this case, unless you go up and it just came straight to my head, I thought it's bounce back boom.

That's exactly what it is. So the government have announced bounce back loans. There's going to be a boom as we come out of that and go into the phase three.

There's three phases to this model. And I was like, bang, that's it. Literally woke up two o'clock in the morning, jumped on my laptop, bought the domain name, couldn't believe nobody else would come up with bounce back boom.

I was like, this is literally, excuse me, this is literally the phase we're going to go into now is the bounce back boom. That then became the sex appeal. Then when you've got that, what you've got to do is boil down everything, you know, and I'm not exaggerating.

I read every single chancellor's statement, listened to hundreds of recordings, interviews with the prime minister, with Rishi Sunak, looked at all the international models of what they were doing economically, looked at the finance, looked at literally everything that was going to contribute to what was happening. And then I had to figure out what, how do I summarise this into a very digestible model? And then what you do is you figure out, I've got my sex appeal, bounce back boom, then we need to do is come up with between three and five other sex appeal soundbites, which basically become your assets, your campaign assets.

And these are the key topics, tips, focus points that your clients need to be thinking of. So for bounce back boom, it was the five shifts that we were going to see. And if you go to Property Entrepreneur, Property-Entrepreneur.co.uk, download the bounce back boom report in there, you'll see the five shifts. And you'll also see that at least three of them have already come true. So I was like, right, how do I boil this down into the five shifts? And then I got the five shifts, it was things like public to private finance, anything you read now about phase three, phase three is again, I basically created this before the government even published it.

And then three months or six months later, they published their report, their levelling up report. And in there, they talked about the three phases of recovery, the recovery, the rescue, the recovery and the rebuild. In that report, I'd written that three months before they even announced it, talking about I called it the dark, the dusk and the dawn.

And this is the three phases of the economic recovery, which we're now in. And what you want to do is think about your businesses and your clients, and think about in the current market, what are those three or five things they need to be taken? So the bounce back boom, it was public to private finance, it was low carbon, high tech, it was generational wealth, real key fundamental elements that need to be applied if you want to be on top of your game.

And we use that successfully, Property-Entrepreneur sold out both years. In fact, bearing in mind, we were coming out of a pandemic, and a lot of our programmes were online. We not only sold out during the bounce back boom, but we increased, we got a bigger room and increased the places for the advanced up to 80.

And also for the first year ever, took the programme from 60 to 80. And literally, there wasn't even room for anybody to stand in the room, we physically couldn't fit another person in, because we understood what we were talking about. We proved that we know how to execute it in practice.

I personally, for the first 12 months of lockdown, made an extra £1.9 million profit from deals that couldn't be done before the pandemic, couldn't be done after, because I understood what needed to be done. And then also for our clients, obviously repurposed it and enabled them to do the same. So think about your business and think about your clients and think, right, what is topical at the minute?

What's current? How can I make it sexy? And that will give you your sex appeal, bounce back boom.

And then what you want to do is boil that down to three to five topics, actions that need to be taken, shifts we're going to see to consolidate down all of your expertise into a few key sound bites the audience can understand, they can get and they can go away and execute without having to do the months and months of reading, practising, studying, thinking that you've done to enable you to get to that point. So in this year, what's our sex appeal this year?

Because bounce back boom did us really, really well. We're not even out of the bounce back boom yet. We're still stuck in phase two, the economy.

We're still in that recovery period. And we're waiting to shift gears into the rebuild, which will be next year. So thinking, well, the bounce back boom is, you know, it's getting a bit tired now.

Everyone knows about it. Everyone's heard about it. We need to give it some more, more sex.

Like, well, how do I do that? So what I did was thought, well, what does every single entrepreneur need to do in the year ahead, basically 2023, to capitalise on this unique window of opportunity? We will be in the boom phase of the economic cycle.

The government called it rebuild. I called it the dawn. And it's going to be the best time in history to be an entrepreneur because you're going to get first move advantage.

There's things like uncertainty in the market. There's a volatile, there's volatility across all sectors. We've got inflation doing things we haven't seen for a long time.

We're heading into this period of stagflation. Which is very, very strange. You know, it's very unique.

But if you understand how it works, you understand how to capitalise, the next 12 months will absolutely be your next year on record. But you have to know what to do because it's not what everybody else is doing. It's what pretty much only the people on Property Entrepreneur are doing because we're ahead of the game.

We understand what's happening. We're making moves now that other people haven't even thought of. And in 12 to 18 months, everyone else will be doing that.

But then we'll be on to the next thing, getting ahead of the game. So if all that's the case, how do we actually re-brand this, re-sex it up? I was like, well, what does everybody actually need to do?

If I look at all of our clients and think, right, if they're going to make the most of 2023, what do they need to do? And all of you listening who hopefully will see you at one of the three day events over the summer. What do you actually need to do next year if you're serious about capitalising on this window of opportunity where everybody else is on the sidelines, waiting for things to change, getting caught up in the chaos?

And you can literally just jump in the slipstream, run through. And in the same way we did last year, where the economy was one of the worst years in history, we went out and had our best year on record and not even by a couple of hundred thousand pounds, by several million pounds, because we knew how to do this. Well, what you need to do, what our clients need to do and what we need to do is level up.

We need to level up everything we do as entrepreneurs. This means levelling up our business. It means levelling up our health and it means levelling up our life, taking everything to the next level.

So it's like that's exactly what we need to do. And they're the three areas we need to focus on business, health, to be on your business, to make the most of this opportunity, health, to be on your AAA game and life. You know, the more that we develop proper entrepreneurs, 10 years old this year is our biggest year on record.

We're going to level up proper entrepreneur as well. And we're going to take every single one of our clients on a level up journey. And then under this, so that's cool.

That makes sense. And for those of you that aren't aware, in 2019, my year of was level up. And I went out and thought, right, what does level up actually mean?

Well, level up means looking at everything you are, everything you do, everything you've done and taking it to the next level. So I went out and I'm not a materialistic person, but I've never really done it. So I went out and moved into a penthouse apartment, I bought an Audi R8, I bought a brand new Mercedes.

I bought three companies, I moved our head offices into a brand new, just amazing, world-class facility. I started a charity, broke a world record with get up and give back and 100 entrepreneurs, proper entrepreneurs for Operation Smile. I did a body transformation.

I went down, lost about 15 kilos and went down to single digit body fat, did a photo shoot. Just loads of things are taking things to the next level. I thought, you know what, this is the perfect time for everybody to have a level up year.

So you, our property entrepreneurs, us, property entrepreneur itself, everything next year will be leveled up. So level up is the sex appeal for this year. Everything you see me put out now over the next three to four months will be about leveling up.

How do you level up your health? How do you level up your business? How do you level up your life?

And all of the property entrepreneur mentors walk the talk. They've sold their companies, they're traveling the world, starting new ventures, making different investments, diversifying, capitalizing in a moving market, using things that other people are getting scared of, like inflation, to your advantage. I mean, as a property entrepreneur, if you know how to do it, high inflation is one of the best things that can happen to you.

But you really need to understand how a market works, because if you don't, it will absolutely be one of the worst. So level up is the sex appeal for this year. Have a think about what that could be in your business.

And then underneath, three to five key tips, tricks, shifts that are going to happen to your clients or your market. And you want your clients to capitalize. If you want to hear what they are, go to last week's podcast called Boom or Bust.

And it will literally explain to you the five shifts you're going to see in property, in the economy, in the market over the next 12 to 18 months. But not just, OK, what's going to happen? How do you actually execute that in practice?

And I've gone through each of those in the last podcast and shared with you the things I'm doing, which there's very few, if not outside of my very close mentorship group and the people, my peers who have had these conversations with, they're not standard things. They're very niche. They're very unique.

They're very first move advantage. They're very speed of implementation. They're really the things that you only know if you've done the reading, you master the market, you've been doing this for two decades and you've executed the last first or the first two phases in practice.

So have a listen to that. That'll give you a really good example of what sex appeal is. But more importantly, think about your business this summer season.

We're approaching the championship season. The days are heading towards the peak now. Days are longest, energy levels high, propensity to spend is the highest it will be through the year.

And you want to be going out there with sex appeal for your products, your services, and just banging the same drum over and over again with genuine walk the talk, unique expertise, IP, direction, strategy that nobody else has even thought of. So have a think about that and think about how you can use sex appeal in your business. Now you've tuned into this, you realise that very, very few people are actually using it in practice.

So you don't have to work very hard to get ahead of the game. But what you do need to do is be an absolute master in your field. Whatever that focus is going to be for the next 12 to 18 months, you need to be the go to person, own that space, know it better than anybody else.

And then with the sex appeal title and three to five tips, tricks and shifts, explain it to your clients without them having to do all of the hard work you spent a lifetime mastering. So very best of luck for that. And I look forward to seeing you in the VIP WhatsApp groups.

I'll be in there next week. Have a think about your problems. Have a think about where you're stuck.

Have a think about what topics you would like to hear for a podcast. And I will not only dedicate it to you, but I'll give you and your business a shout out. And I very much look forward to getting to know some of you closer and then welcoming you on to Property Entrepreneur and the events over the summer and then the programme from October.

So wishing you all the best team. Have a great day wherever you are. And I look forward to seeing you on the next episode.

Catch you next week. Thank you for listening to the official Property Entrepreneur podcast. Trust you found value and insight in the topics discussed.

And as always, very much welcome your comments, feedback and any suggested guests or topics you would like us to consider. Please give us a review and let us know what you think. Follow me on social media.

Daniel here on Facebook, Property Entrepreneur on Instagram and YouTube. And if you'd like to hear more, please share, subscribe and look forward to seeing you on the next one.