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[Daniel Hill] (0:05 - 50:34)

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. It's Tuesday.

It is time for the next episode, and I hope everything is well where you are. We're going to do a game-changing episode today called Level Up, and it's going to be 10 ways in 10 days to level up your wealth, your health, and your business. And I guarantee for each of these that are suitable for you, they will fundamentally change the game and level up what you do.

Coming to you from Bangkok today, flew into Bangkok yesterday, and here for a few days for flying home on Friday. And traveling has been interesting. It's definitely been an experience.

It was one of those things I just really wanted to tick off my list this year. One of my objectives on Property Entrepreneur was now or never travel and adventure. And it was really sort of before I make any more big moves in business or life changes and big decisions in my personal life, it was just to really tick that box and scratch that itch and see if it was something for me.

To be honest, I think I'm probably ready to come home now. I think it's nice, it's novel, it's always good to be away. But my initial sentiment, I'll see how I feel when I get home, but my initial sentiment is I think I'm quite happy keeping travel to holidays.

And I don't think it's been a game changer for me in that capacity, but I'll do a full reflection and I'll share that with you in due course. So level up 10 ways in 10 days to fundamentally step change what you do. If you're not already joined our VIP WhatsApp groups, they're absolutely buzzing.

In there, you'll get the opportunity to ask questions, get one-to-one private mentoring, network with other high net worth individuals and high performers. And every Tuesday, not only do you get the podcast, if you're a VIP podcast listener in the WhatsApp group, I also answer your questions in the WhatsApp groups. And there's been some amazing questions, and whether they're your questions or somebody else's, the value that we get from having those discussions is really, really high.

So I'd highly recommend getting in there. If you're not already joined the VIP WhatsApp groups, there's only 20 people per group. So we don't want it being noisy, beeping in your pocket all the time.

We want to keep it high value, get to know each other. And there's people already talking about deals and helping each other out, things like that. Text PODCASTVIP to 07871 612 297, and you'll find that in the show notes as well, 07871 612 297.

Just text PODCASTVIP, and you'll get added to one of the groups. So last week's podcast, in fact, it'll be the two weeks before by the time you listen to this, where I talked about boom or bust, that broke the record for our most popular podcast ever. And if you didn't listen to it, go back and listen to it.

It was an exclusive webinar I did for YPN Magazine, talking about the economy, inflation, and five ways to make sure you boom rather than bust in the year ahead. And what we're going to do with this episode is try and beat it. So what I'm going to do is give you these 10 tips, and as you're listening to it, think who else they would be of value for when you're listening to them, and then highly recommend sharing it.

And not only will obviously your friends, family, contacts get value, but it will help us to try and break another record for the most downloaded podcast ever. So what is Level Up? So a few people have asked about Level Up.

Level Up is basically, this year is 10 years of Property Entrepreneur. We'll be celebrating our 10 year anniversary this year, launching our 10th year program in October. And I know many of you will be joining us on that.

And you need to go to one of the three day events over the spring and summer to secure a place. And what we're doing is leveling up Property Entrepreneur. And what this is, is a level up is basically a step change.

So if you think about, you don't currently go out walking, and you started going out, you're currently doing 6,000 steps, and you decided you're going to start doing 7,000 steps. That wouldn't really be a level up. It wouldn't really be a step change.

Whereas if you don't really do steps, and you look today, and you probably do about 6,000, and you started doing 12 and a half thousand, you would notice, you would see physical, you would look, feel and perform better. And it would be a visible, tangible step up, a real level up. In 2019, on Property Entrepreneur, I did my year of Level Up.

And what that was, is I wanted to see, basically I did a couple of years, cruise control, had my feet up. And I thought, do you know what, I'm going to see if I've still got it. I'm going to go out there and just try and break every record that we've ever set.

I'm going to do a level up year. And in that year, I leveled up everything we've ever done. So I leveled up our charity, and we broke a world record for the highest single donation ever made in Operation Smile's 28 year history.

I did a body transformation, shed about 15 kilos, got a fake tan, fake ginger tan. And when I did my photo shoot, I moved our head offices into like a real nice bespoke facility. I've never been a big spender, but I went out, I moved into a penthouse apartment.

I bought an Audi R8, I bought a brand new Mercedes, just to sort of, again, just level everything up. I soon got rid of all of those, but I just leveled that up. I bought three businesses.

I moved from doing developments of small blocks of flats, like six to 10, up to 18, 20 blocks of apartments, and doubled the size of Property Entrepreneur. So basically just went out there and step changed everything. So what I'm going to do in this podcast is give you 10 game changers that will enable you to level up your health, your life, your business in the next 10 days.

And each of these will take you less than 60 minutes. Some of them will take you five minutes. If you've got a PA, they'll probably all take you five minutes.

So leveling up is all about step changing. And if you get value from these, this is just 10 ways to level up. Imagine having three days of it.

Join us at one of our events, only three this year, 150 places. They're not even available on the open market yet, but you can get them as a podcast, as a VIP in the podcast WhatsApp groups. These are things that I only normally share on Property Entrepreneur.

You'll get about a hundred of these on the three day, but I do want to just share a disclaimer. Some of these are about health, some of them are about finance, and obviously with all of this stuff, whilst I do every single one of these, I would say get professional advice from accountants, solicitors, nutritionists, whoever, whatever professionals you need to make sure that they're suitable for you. I suspect they probably will be, but where necessary, just a disclaimer that I'm not recommending you do this without getting the right sign off from the right people.

So starting off with wealth, what we want to do, wealth is all about something that happens in the background, really. People think wealth is about going out there, running the treadmill, smashing out of the park. It really isn't.

Wealth is about setting the basics up in the background so that every single day you'll get wealthier. Making money is about running on a treadmill, smashing out of the park, building businesses, et cetera, et cetera. Wealth creation should be a very systemized, passive thing that just goes on in the background.

So there's three things here for you about wealth, and these are what we call on Property Entrepreneurs, set them up, and then basically leave it. So I'm going to give you three. One is for today.

Another is for tomorrow. The other one is for the future, and what I'd recommend with these tips is book these into your calendar. Just book 10 days out, and do one a day for 10 days, and your business, your life, your health, your wealth will fundamentally change.

So today is all about controlling your money today and saving money today, and the first way to level up your wealth is to do what we call walk in the line. On Property Entrepreneur, you get this on the three-day blueprint events. On Property Entrepreneur, we do a model called PCM, which is personal cash flow management, and that makes it so that you know down to the penny how much money you're spending on a daily basis, but it literally, you set it up once a year, and then it just runs automatically, and in that, one of the exercises is called walk the line, and this is the first way to level up.

What I'd recommend doing is printing out your personal bank account statement, and then getting a highlighter, literally sitting there with a cup of coffee, and go through and highlight all of the things that can either, one, be canceled, and these are called sleeping subscribers where you've got some standing order or direct debit in your personal, or you do this for your company as well, and you've got some standing order that you set up 10 years ago.

The best one was, in fact, Adam Goff, who's the head mentor on the program, he did this exercise when he joined Property Entrepreneur about five years ago, and he found a internet account, and this is notorious, especially, I won't name any certain names, but there's a couple of notorious internet companies out there that just can't cancel standing orders and direct debits, and you just take money when you think you've actually canceled the account.

What this manual exercise does is it picks up all those things, and Adam had a Virgin account or a Sky account from a house that he'd actually sold about three and a half years previous, and his PA then canceled it and went back to him and said, look, we canceled this three and a half years ago. It was five grand's worth of Sky bills, I think it was, five and a half thousand pounds, or was it three and a half thousand, I can't remember, but it was thousands of pounds, and it took like nine months to get the money back, but not only did they notice they were still paying it and stopped it, they also then went and got a refund, because they shouldn't have been paying it. A walk in the line is about going through that statement and finding things that you shouldn't be paying, like you bought a wardrobe from Argos 15 years ago, and they've been charging you 95p a month for the extended warranty, and yet the wardrobe's long gone.

We want to pick up those things, what can we get rid of, what can we negotiate, what can we actually say, do you know what, I'm probably overpaying for this insurance, I've just got lazy, they've renewed it, it's gone up 50%. We change insurance supplies every year, just purely because all they do is they just increase it, and you can't even negotiate with existing, you have to become a new client to get a better price, that's just the way the market seems to work. What can you get rid of, what can you negotiate, and then what can you move to your company account, like you've got things in there that are legitimate personal expenses that actually could be legitimate company expenses, move over to the company account, and we do this once a year, we do it between January and March, ready for the new financial year, and then the year kicks off on the 1st of April. So that's the first one, walk in the line, print out your business statement, print out your personal statement, and just go through with a highlighter and see what can you cancel, what can you negotiate, and what can you move to your company account. The second one is about tomorrow, and by tomorrow I mean more about wealth creation in the sort of short term.

If walking the line is something that you do to save your money today, the next one, which is your holding company, is how to start creating wealth on a monthly basis, 28th of every month, in your personal life. Now wealth is created by compounding, it's not necessarily having a large capital event in a decade's time, cashing out and making 100 million pound, it's about transferring 50 pound a month from everything you do into a holding company, and then investing it and compound it up. So the second one I'd recommend is a holding company, and this is the first part of your financial fortress.

If you go back a few episodes, there's an episode called Financial Fortress, the foundations I think it is, or the fundamentals, it's basically step one, and it tells you how to do this. What you want to do is set up a holding company that has no expenses, no overhead, no expenses ever go out. The only thing that happens is money gets transferred in, and then money gets loaned out of there into development companies, businesses you're buying, deals that you're doing, et cetera, et cetera.

And your holding company is where you actually make wealth, and what you want to do is set up a transaction on the 28th of every month, from every business you've got, every business, every venture, every portfolio, wants to pay you a management fee or a dividend, go back and listen to that podcast, it'll tell you exactly how to do it, and what this will do in the short term is just start creating wealth, there's no point waiting another 10 years to start saving money.

You'll find that it compounds really quickly, and also getting in that habit of having a war chest, a ring-fenced amount of capital, and knowing that it's not actually about winning the game, it's about staying in the game, and every 28th of the month, you open your holding company, mine's on Tide, and you just see pages of transactions going in, some of them might be 50 pounds, some of them might be 50,000 pounds, but you see it going in every month, and it's just a really rewarding reason to be and stay in business.

The third one, third way to level up your wealth, is your pension, and this is about the future, so if PCM is money today, your holding company is tomorrow, your pension is all about the future, and in the same way as the holding company, a monthly transaction, rather than, again, if you're employed, you probably have this set up already, but if you're self-employed, lots of people don't make the most of this, one of the best tax mechanisms you can use to chip off a bit of profit every year and pay no tax on it is your pension, and what I'd recommend is setting up a monthly pension, or a pension, and then transferring it into it monthly, rather than wait until the year end, which is what a lot of people do, and then find out that, for whatever reason, another year's gone by and they've not put money in, just set up a monthly standing order, this could be 30 pound, it could be 50 pound, set it up, mine's actually a direct debit, and it goes straight into my pension, and then that just compounds up.

What I personally do, again, get your own advice, but I use a Vanguard, and I'll stick it on the S&P 500, I could do all sorts of stuff with it, but I personally don't, again, that may or may not be the right thing for you, get some professional advice, I just, 3,333 pound, 33p a month, that's the maximum you can put in, comes out of my account, into my pension, sits on the S&P 500, and it's just another rainy day fund, and mine's actually paid for by my company, so it's obviously pre-corporation tax, so it's a great way to chip a little bit of money off each month into your pension. We're gonna move on to health now, so there are three ways to level up your health, so the first is, so this is number four, is to buy a Fitbit, so get yourself a Fitbit, or if you're into Apple, you've got an Apple Watch, etc., buy a Fitbit, Apple Watch, whatever, something that can do your steps, I personally use Fitbit, and I use Fitbit Premium, I know Apple Health is very similar, and they've probably both got pros and cons, and on Apple Health, or I'm talking specifically about Fitbit, if you get the Premium account, it gives you loads and loads of data on your health, and it's really, really good to see how things change, so it shows how well you sleep, it shows what your resting heart rate is, it shows you how many, I forget what they call it, but how many hours, or how many minutes a day you're in a high, not necessarily a high calorie burning, but a fat burning state, which is basically like this, low intensity, I forget what it's called, steady state training, I think it is, it's basically just getting that cardio level up enough to burn fat, but not too high to do whatever it does the other way, and I'd recommend just getting in tune with your health, looking at the data, and then just trying to work with it, so there's a number of things that I've done, so my sleep's always actually poor, the score is usually either fair or poor, but what I'm doing at the minute is figuring out the different things that I can do to get it to be good, and it's really good to start looking at tracking that, and it can be everything from taking supplements, going to bed at the same time, I'm pretty good at that, the amount of hours you sleep, the temperature of your room, your sleep hygiene, your habits before you go to bed, and what I'd recommend is just get your fit bet, and just start looking at that data, and just try and improve it, and if you want to throw that in the mix with some tips and tricks for getting healthier, go back and listen to the Clean the Pallet podcast, where I talk about steps, water, diet, gym, and sleep, that's it, they're just the five things, you don't have to worry about everything else, if you've got your, we call them handful of habits, I'm a proper entrepreneur, if you've got a handful of habits, and you stick to them, it just increases your health on a daily basis, and you just make them habits, so getting up and doing your steps, easy to do, easy not to do, and the more you do, the more you want to do, the less you do, the less you can do, so number four, the first one of health is buy Fitbit, or Apple Health, get premium, and start looking at your data, and then just try little things to improve it, and also, again, I'm talking about Fitbit, but I've got the Inspire 2, and on the app, it gives you little tips and tricks, it talks about congratulations, your sleep, your time of going to bed last week was the same, the amount of exercise you've been doing recently has reduced your rest and heart rate, all of these things, it's really interesting stuff to know, and obviously motivating to keep you doing it.

The next one, number five, is your immune system, now this is specifically for people in England, and places where there's less sun, essentially, and specifically for the colder months, so whilst you might buy it now, you probably don't need it, and again, get a nutritionist's advice, but one of the absolute game changers where I've leveled up my immune system is using vitamin D, and again, I have the little capsules, a little white tub with, let me just have a look, a little white tub with an orange label, and I think the recommended daily allowance is 1,000 IUs, but the ones I get are actually high strength, and again, get medical advice, because you don't want to be going crazy on it, there's some great YouTube videos about vitamin D, it's also one of the things that sort of supported during the pandemic, with keeping your immune system high, so if you're susceptible to COVID, or you've got it and you don't want to get it again, or at least you want to be more resilient to it, vitamin D is a really great way to increase your immune system. Now when the sun's out, and you might be listening to this podcast when it's released, and the sun may well be out, you're getting your vitamin D in the main from the sun, however, out of sun season, essentially, I take 4,000 IUs a day, and if I'm ill, I actually take quite a few more than that, and they're Vita Premium, Vitamin D3, 4,000 IUs, high strength, 365, soft gel, capsules, full year supply, and I just basically take them with food, because they're fat soluble, not water soluble, so you actually have to take them with food, or a bit of fat, something that's got a bit of fat in it, you need to take it with some fat so your body can actually absorb it, but it's been a fundamental game changer for me, I've probably taken them for maybe three years, and genuinely, I only get ill once a year, and it's normally self-inflicted, I'm either burnt out, or I haven't taken my vitamin D, but I'm very, very rarely ill, and when I am ill, even when I had COVID, I didn't even know I had COVID, I didn't know I had COVID until it was basically going, it's just a really, really good way to boost your immune system, so you want to level up your health, Fitbit, immune system, vitamin D, and then this next one is related to the Fitbit, so number six is, and I took this initially for sleep, again, I'm not giving nutritional advice, I'm just sharing the things I've done to level up that may be of interest to you, when I was talking about working on my sleep, like really investing in my sleep, because trying to get that sorted, somebody recommended to me magnesium citrate, so magnesium citrate, 200 milligram capsules, I use the NU Nutrition, 180 vegan tablets, magnesium citrate, 200 milligrams, but get them online, I'm not sure where from, I think Emma, my assistant, gets them from either, yeah, just one of the health shops, or Amazon, vitamin D comes from Amazon, I think, and taking that before bed, and honestly, when I was talking about leveling up, visible step changes, like not getting ill for a whole year is a real level up step change with vitamin D, taking magnesium citrate before I go to bed, honestly, the first day I took it, I literally went to bed, woke up the next morning, and I felt, again, I'm not exaggerating here, I felt like a new man, I couldn't stop telling everybody about it, I was like, oh wow, this is amazing, I actually take it with CBD oil as well, so I take a full pipette of CBD oil, I use the Green Stem Peppermint Oil, CBD, it's like, I think it's the highest strength one that they do I use, one pipette of that, some magnesium citrate before bed, and literally, honestly, I can't recommend it enough, it was actually recommended to me by one of our board members, Kevin Edge, and he swore by it for sleep, but also, one of the things it's really good for is, it just relaxes you, and ever since I did my weight cut, I've talked quite openly about this previously, every now and again, I'll get sort of feelings of anxiety, like I don't wanna, I wanna be careful with what I say, I don't have, I know a lot of people have very real issues with anxiety, mine's more of like, stress-induced, it's ever since I did my body transformation, if I overcook it, or I stay up late, or I work too much, I can get this like, anxious feeling, where I'm just like a bit restless, and you know, my brain's going a million miles unnecessarily, or when I'm in a big deficit, if I go into a big deficit, and I'm cutting weight, I've just finished a 12-week weight cut, the days where I missed a meal, or I screwed up and did too many steps, then I felt anxiety, like I felt that feeling of anxiety.

Magnesium citrate is, a lot of people, again, this is openly available on the internet, a lot of people who get diagnosed with issues with anxiety, depression, things like that, one of the things that can really help them, and also, apparently, is quite common, is magnesium deficiency, apparently, because the land's farmed so heavily and aggressively now, you know, all that magnesium that you'd normally get from root vegetables, potatoes, things like that, it's just not there anymore, so a lot of people either have a magnesium deficiency, and aren't getting enough, or don't have a deficiency, and aren't getting enough anyway, and if you have a deficiency, or anxiety, or issue with sleep, again, you need to go speak to a nutritionist, or someone, you can buy these off the shelf in boots, I'm not selling you something that's, you know, dark web stuff, you can walk into boots tomorrow, I actually bought it for one of our senior team members who runs one of our companies, and I go to them, they were a little bit sort of like, I don't really know, don't know about taking it, I said, honestly, sound, I'm not saying take it, have a read, see what you think, and they did their research, sort of decided it was something they wanted to explore, took it, and they said it's absolute game changer, like, genuine game changer for sleep, anxiety, stress, relaxes the body, relaxes the muscles, helps you sleep, and it just, I find it keeps me very calm, obviously, to a degree, it's, yeah, I just find it really, really good, so if you want to level up your sleep, or level up your mindset, level up your stress management, magnesium, citrate, and CBD oil is something that's worth, again, like I say, looking into, and I take it before bed, if you're enjoying this so far, and I want to, and you're thinking, do you know what, I know somebody who's got anxiety, got issues with sleeping, always ill, poor immune system, business partners, life partners, talking about the wealth, please do share this podcast, I'm trying to give you as much value as I can, I've literally sat there and thought of 10 level ups that I only teach on Property Entrepreneur, trying to give you enough, as much value as I can, if you can share this episode with other people, I want to try and make it the next new record breaker, with the most downloads ever, so hopefully you're getting value from it. Final three, and then I'm going to give you a bonus one, just to finish, which is, again, it's a level up, it's an absolute game changer.

Yeah, I'm going to give you a bonus one, so stay tuned to the end. Next one is business, so how to level up your business, genuinely level up, step change, change the game for you. The first one is social media.

Now, social media is one of those things, you either love it, which is not ideal, so you've probably noticed, or you may have noticed, you're not seeing any posts from me, it's because my account's actually been hacked, and they've disabled it, you can't even find me on Facebook at the minute, but Oversubscribed, our marketing company, again, it's sorted, hopefully I'll be back online, but I don't use social media personally, but I have a company, I own a marketing company called Oversubscribed, and they run my social posts, and run my calendar, if you're interested, reach out to them, go to oversubscribed.com, or .co.uk, I forget what it is, and they do a product, £500 a month, plus VAT, and they basically run your social media, make sure all platforms are covered, all the strategy, all the content, et cetera, et cetera, or you can do it yourself, or get your PA to do it, or get one of your kids to do it, whoever, but whether you love it or hate it, I would say you want to be a creator, not a consumer, if you're going to use social media, you want to be using it to your advantage, not your disadvantage, and we all know it's the porthole, it's that portal to nowhere, where we pick our phone up to do one thing, end up on social media, Facebook, Instagram, TikTok, whatever, and then 45 minutes later, you turn around, you're like, wow, what on earth just happened, I only went on there to get someone's phone number, or whatever, and you disappear down the portal, but if you use it for business, it's an absolute game changer, and my genuine sentiment, and I've said this for five years, and again, just to be clear, I don't personally like social media, I'm not a big user of it, I have a company that do it for me, to do my posting, but obviously, I do the commenting, engagement messages, all the personal stuff, what I'd recommend is investing in building a profile, and just raising your profile, and you do this, I've been saying this for five years, we do this, because having a profile is the highest, having a social media profile, and I don't just mean an account, I mean a profile, somebody that's got an audience, who people know, like, and trust, or an audience of people who know, like, and trust you, and social media, having that profile, is the highest return on investment you'll ever get on anything, and what I mean by that is, with the exception of a little bit of your time, but again, once you get into it, and as long as you're disciplined with it, it won't take a huge amount of time, it's the highest return on investment you'll get, because you don't have to spend any money, you can create an audience, raise your profile, tell people what you do, we all know, pretty much everybody is on social media every day, why not have them looking at your stuff, rather than your competitions, so what I'd recommend here, to level up your profile, is three to five posts a week, start at beginner level, which what Oversubscribed call beginner level, which is basically, just post, like one account, one profile, advanced level, is three to five posts a week, across multiple platforms, so just repurpose it at different times, post the same stuff over different platforms, and then expert level, is having bespoke content for every platform, but don't set yourself up for fail, just start slow, fire up the flywheel, and raise your profile, it will fundamentally increase your rate, it will make business easier, I can't remember the last time I, obviously I've invested in my profile for over a decade, so it's like, I've spent a lot of time, energy, money, in building my profile, and protecting my reputation, but genuinely, within the first six to 12 months, you will find it easier to sell products, investors that you're talking to, will go online, see who you are, see what you're about, and when you have that call, you don't have to spend the first five minutes, trying to convince them you're legit, you know, they've been through your profile, they've seen your deals, they've seen your case studies, they know what you're about, and it's like a portfolio of your work, that will fundamentally level up your business game, building a profile, next one, is, which I forgot the number, I think it's eight, yeah, number eight, is, if you do not already have a PA, you are, honestly, if you're in business, you need an assistant, I've had an assistant, my whole adult life, I can't remember what age, but definitely like early 20s, I got my first assistant, honestly, it will fundamentally change your life, and I'm not talking about going out there and spending 20, 30, 50 grand a year on recruiting someone, I'm talking about a pay as you go, PA, zero hour contract, and literally, just set up a WhatsApp group, and just start firing tasks over, you should not be ordering things on Amazon, you should not be setting up accounts online, you should not be, when you get to a more advanced level, running an inbox, these are not the best use of your time, you should be out there doing deals, creating the runways, keep the business going, driving things forward, assistants will be out, literally change your life, between my assistants, they literally run my life for me, I don't have to log into my accounts, I don't have, all of that stuff, it just happens on autopilot, because they're better at it than I am, I do remember once, about four years ago, I had to book my own hotel, and I booked my own hotel in Birmingham, and I turned up in Birmingham, to what I thought was the hotel, it was, what was it, forget, it was a branch where there's loads of them, is it Holland, something like that, Premier Inn, maybe, not sure, it was like one of these mass brand hotels, I booked myself a room in, and turned up in Birmingham, and it was, I was like, they're like, I can't find your booking, I was like, really, and I got it out, and I'd gone to the wrong hotel, so first thing, you know, I've put the wrong details in my calendar, or whatever, or I didn't put it in my calendar at all, and I've Googled holiday in Birmingham, or whatever, and it's taken me to the wrong one, I said, oh, no way, I've gone to the wrong one, so let's drive 40 minutes across town, got there, and they still couldn't find my booking, and then they found it, and it was for yesterday, so I booked it for a day early, and I'd gone to the wrong hotel, how much of my time is that wasted, in not only doing the task myself, but also getting it wrong, get a PA, get somebody who knows what they're doing, a steel profile, or a tempo profile, and a zero hour contract, set up a WhatsApp group, I guarantee you, it will change your life, I always use Josh as an example, Josh, if you're listening to this, apologies, I keep beating you with this stick, Josh has been on Property Entrepreneur for seven years, started literally his entrepreneur journey on Property Entrepreneur, started, systemized, scaled, and then sold his business, like ultimate high performer, walks the talk, he delivers our Property Entrepreneur programme in three days, which you'll go to with Adam Goff, and I said to him every year for about, I think it was over three or four years, get a PA, and he just didn't listen to me, didn't get one, for three and a half, four years, and when he got one, he's like, honestly, I can't believe I've waited so long to get this, and now he's like, he can't imagine not having one, honestly, it's like, you just need an assistant, just trust me on this one, and again, zero hour contract, so there's no commitment, if you don't use them, you don't pay for them, just set one up, get a WhatsApp group, go on fiverr.com, or pay people per hour, or social media, you know, posts, again, social media, you'll probably find one, and just get one, they're basically like your partner in crime, and they do all of your, the bits and pieces for you, writing emails, running accounts, responding to incoming emails, ordering stuff, running literally, literally everything, liaising with all your third parties, liaising with suppliers, solicitors, agents, et cetera, and that's all that I have got, other people in various businesses that do some of those tasks, but PA will literally change your life, it will level up your life, if you're an entrepreneur, you need a PA, you're not a proper entrepreneur until you've got a assistant, next is, which is number nine, penultimate one, is book into your calendar, cave time, and prime time, and these are two things I only normally share on Properly Entrepreneur, but, you know, I want to give you maximum value in this podcast, cave time and prime time, so basically, cave time, if you imagine being in a cave, there's no internet, there's no laptop, there's no electricity, it's just a cave, in that place, nobody can find you, nobody can distract you, and you can't distract yourself, so in the cave, all you need is a journal, or a pad, and a pen, and what you do in the cave is create things, so you might do this at a coffee shop, you might have a room in your house, I've got a room in my house called the Zen Den, where I do my meditation, and my spiritual readings and stuff, and in there, I sometimes do cave time, so no phone, no internet, no distractions, meditated, chilled, in that sort of high frequency thinking state, and come up with ideas, problem solving, how to hack deals, idea creation, you know, you're just getting that real good space, so cave time is the creative space, book that into your diary, I do mine every morning when I meditate, sometimes I do, sometimes I don't, but that's my sort of go-to, and then also, I'll go to cafes in town, I'll go to cafes in town, just take my journal, sit there, have like a pot of tea, just journal, come up with bits and pieces, these podcasts in the Zen Den, I've just been on the swimming pool, on the roof here in Bangkok, and literally, I was like, I'm going to go for a swim, disconnected, no phone, no anything, a little swim, a little get thinking, chilling out, getting creative, and then sit down, got out of the pool, and then sat down and wrote all the notes for this podcast, that's called cave time, that's creative time, after that, you've got prime time, and prime time is, again, you should be having a minimum of an hour a day, prime time, ideally at the beginning of the day, before the world comes to eat you alive, booked in your calendar, off the grid, you're not available, and if cave time is the creative stuff, prime time is the high value stuff, so cave time was creating this podcast, prime time is recording it, I'm here on a mic, recording a podcast, nobody can email me, nobody can call me, it's high value work, I've come up with the idea in the cave, and now I'm getting it done in the prime time, I do Zen till 10, and normally between eight and 10, if I've got any real high value work, I don't turn my phone on till 10am, Tuesday to Thursday, or rather, one of my things this year is 12 hour work week, that's my year off, and in that time, during those hours I'm available, outside of that, Monday, Friday, and before 10 and after two, Tuesday, Wednesday, Thursday, I'm either in the cave, or I'm either not working, or I'm at the gym, or I'm doing something like that, or I'm in the cave, or doing prime time, and this could be like stacking a deal, doing a deal appraisal can take me, I can spend a whole afternoon working on a deal, planning schemes, optimisations, analysis, appraisals, all those sort of things, but I'm not trying to do it while my phone's on, I'm not trying to do it while people are trying to contact me, you want to have your phone off, your laptop off, or unless you're working on it, obviously, but prime time is locked in, high value work every day.

If you remember, huge success is not through one game changing action, it's through loads of tiny tasks, make huge successes, and if you do an hour a day working on your business rather than in it, I guarantee you will not recognise yourself or your business in 12 months' time, and let's be honest, that's the fun stuff, cave time and prime time is the fun stuff, the rest of it, in the main, can be what comes with running a business. So next one to level up, if you want to level up the value you're adding to your business, cave time, prime time, put them into your calendar, and they're great fun, enjoy them, go to a cafe, treat yourself, have a good time.

And then the final one, number 10, the 10th way, 10 ways in 10 days to level up your wealth, health, and life, wealth, health, and business, which is the three values on Property Entrepreneur, is pricing. And what I'd encourage you to do, if you want to level up the money that you're making in your business, you're probably undercharging for your products and services, this is the first thing, most people are undercharge, and if you build a profile, that naturally introduces a premium to your pricing because people want to work with people they know, like, and trust, with a good reputation, solid track record, and people know, you know, that carries a premium. What you want to do in your pricing is there's three layers to pricing. Now, most of you will probably be charging what we call the market rate, which is what most people do, and the market rate is like, okay, I am a whatever, I'm a consultant, and in my industry, the hourly rate is whatever, let's say 20 pound an hour, or if you're a consultant, it's probably more like 500 pound an hour, but let's say you're whatever, whatever your job is, you're charging 20 pound an hour, or you sell a product, and all of your competitors charge the same price, and you charge that price, that's what we call the market rate, and that's where you start, like, we all start there, you know, you've got to be competitive on price until you've got, until you can add the next levels, so you start there. Once you're there, what you want to do is become the best in your field.

So I could, I would peg my flag to the post, Property Entrepreneur is not the UK's highest rated business and property training programme for no reason, I've spent my life studying business, economics, deals, finance, wealth creation, studying what it takes to become successful, what the realities of success are like, how to get productive, how to stop being productive, I literally obsess my life on high performance business entrepreneurship, and because of that, and because I've spent, again, 20 years doing it, 10 years teaching it, I would, again, nail my flag to the post that Property Entrepreneur is the best place in the UK to learn business in property. If you want to be a Property Entrepreneur, and build a business using our blueprint, it's the only way to do it, and I've said this to our Property Entrepreneurs, if you, if I sold Property Entrepreneur, I would still attend as a delegate, because it's literally the only way to run a business, that's why people like Josh have been on it for seven years, and he's on the board, the board is £27,500 plus VAT to join now, and it's application only, one in, one out, and the board choose who come in, I have literally nothing to do with it, apart from obviously mentoring them, and because, you know, if it's that price, it's got to be good, it's got to be high value, it's because of the amount of experience I've got in this space, and the expertise that I can communicate to our team, so we're not charging the same thing that that everybody else charges, which is the market rate, we're charging the second level, which is the expertise rate, and what you're doing here is charging a rate based on your experience and your expertise, because you've got more experience, or you've got more expertise, than the people who are charging the market rate, and that's level two, we want to get you to step up, level up, step change into that level as early as you can, and just choose a price that reflects your experience and expertise, and then probably, well it depends who you are, but, and then probably add 10% to it, well, again, it depends who you are, some of you will probably need to then deduct 20% from it, some of you will need to add it, it depends whether you, it depends how much you value your time, it's not an easy, easy thing, so that's the expertise level, you've got the market rate, which might be £20 an hour, the expertise rate, you know, you could go to a personal trainer and it's £20 an hour, you can go to another one and it's £500 an hour, you know, that's the experience rate, once you're there, which is where most of our property entrepreneurs start to get to, premium price points, oversubscribed businesses, highly, highly lucrative, highly leveraged, is the value rate, and when you get to the value rate, this is, honestly, when you get to the value rate, it's like money just becomes, it's just off the scale, there's no concept here about working hard, there's no concept here about how many hours you work, but you can only get to level three once you've completed the first two levels, and this is the value rate, and what we're looking at here is, there's not even times, it doesn't even exist at the value level, now this is where I operate with, so deal sourcing, although I'm not doing a huge amount of deal sourcing, like we're doing quite a few big developments ourselves at the minute, so we're not actually, we just finished one block of 14 apartments for a client, but I don't know if we'll do any more client work this year, because we've got quite a big pipeline of our own, got about 100 apartments of our own going through planning at the minute, the value rate is, there's no time involved here, but it's the value that you add to your client, so let's say, for example, deal sourcing, if you can, the textbook of value rate is, if I can make you 10 million pound, will you pay me two and a half million, and I've not once heard one person say no, and all I could be doing there is showing you how to optimise a development scheme, or I could look at one of your deals and say, do you know what, I reckon I could get you another, someone's selling their business, and I'll say, do you know what, I reckon I can get you, you want X, I did this recently for somebody, you want X, I'm like, I think, can probably get you another million pounds, it's like, right, well, if I can make you, if I can sell you your business for an extra million, and James Kahn famously talks about this in Bricklanes to Dragon's Den, company approached him when he was selling his recruitment company and said, look, I reckon I can get you another 20 million, so if I can get you 20 million more than what you've currently got, will you give me 25% of that, and he said, yeah, absolutely, and he went and just did a little tweak, knew what hammer to use and where to hit the machine, and out dropped another 20 million or whatever it was, 25 million, and his fee was 5 million quid, and all he did was bang the machine with a hammer. When you've gone through the market rate, through the expertise rate, and you're now that highly valuable person who knows a lot more than anybody else, you can charge your expertise rate, which is what we do through Property Entrepreneur, or there's other opportunities to charge your value rate, and if I source a deal for somebody, which might make them a million pounds, it might take me no time, you know, I could literally say, here you go, if you buy it, I'll send you this, if you buy it, or if you do the deal, and you make a million pounds, my fee is 300,000.

Of course, they're going to say yes, now it's no risk, no fee, you know, if you don't make a million pounds, you don't pay me 300 grand, and it's just a game changer, and what this value level is, is your value is based on, the money you make is based on the value you add for somebody else, and like I say, the hallmark of this is, if I make 10 million pounds, will you pay me 3 million? Most people say yes, and this is when you're selling deals, it's when I'm selling businesses for people, so I sell business, there's a bit of time involved, but you know, the hourly rate, if you were to calculate it, is in the tens of thousands of pounds, it's not, you know, the time is immaterial, it's more, how much value can I add to somebody else? So that's number 10, if you want to level up your business, level up your pricing, level up from market to expertise, expertise to value, and then expertise to value, and I guarantee it will level up the game for you, it will completely change what you do, how you do it, and the money that you're actually making.

So I hope you enjoyed that, I'm going to give you a bonus one in a moment, don't forget, if you've not already, join the VIP WhatsApp groups, send a message to 07871 612 297, and on Mondays, you'll have the opportunity to post questions, and there's lots of chat going on through the week, but on Mondays, one of our team will put a message in the group, and then you can, it starts a little thread, and you can ask questions, like what questions you want me to answer, and then when I'm out and about walking, I work my way through the groups on Tuesday, so not only do you now get a podcast, you'll get a personal reply from me, obviously, I can't always answer all of them, but so far, pretty much every single one I've answered, and on Tuesdays, I'll work through them, so get in the groups, meet some other high performers, and also you can request podcast episodes, and what I'll do is, not only will you get your 30 or 40 minute podcast on the topic you want, so I'll be answering your questions, mentoring you on that via the podcast, I'll also dedicate it to you and your business, so you'll get a shout out, bear in mind, Proper Entrepreneur Podcast, the official Proper Entrepreneur Podcast is top 10 in the UK for business and entrepreneurship, and top 5% in the whole world for downloads, and I'll give you and your business a shout out and answer it in those WhatsApp groups, so 07871 612 297, jump in there now, and I look forward to seeing you in there and helping you with your questions, hopefully this podcast has been a value, please do share it, friends, family, share it to anybody that you think that's going to be a value to, I'm going to try and smash the boom or bust podcast record, which we broke two weeks ago with this one, so please do share it, it's one of those, do one of these every sort of 20 episodes or so, and then finally is stay tuned on social media, hopefully I'll be getting my Facebook account back, if not, follow me on LinkedIn, Facebook, I'm actually going on TikTok at some point this week or next week, I know my assistant, again, get yourself an assistant, my assistant is working with oversubscribed to set that up, we're going to do a flash sale, where you can get 50% off and buy one, get one free, to one of our three day events, there's one in June, one in July, one in August, check the dates on the Proper Entrepreneur website, property-entrepreneur.co.uk, and come down to one of the three day events, honestly, it's like that's literally what it cost me, hand on heart to put the event on, every year is oversubscribed, every year we're shipping people in from other, last three years, from other hotels to attend, because we've literally taken all the rooms, and it's got a full money back guarantee, literally, try before you buy, you can't do the 12 month program until you've done the three day, we want to make sure it's right for you, you're right for us, and it's just a try before you buy, three days, imagine getting this content, three days worth, in a room with other high performers, a five star hotel with three course fine dining, it's literally absolutely game changer, so treat yourself, it's during the week, you know, take a few days off, get yourself into, over to the Belfry, or get yourself, get yourself a place, get yourself into the WhatsApp group, get yourself a place, and then come spend three days at the Belfry, learn this blueprint start to finish, I guarantee it'll absolutely change your life, and if it doesn't, halfway through the second day, even if you don't like the breakfast, whatever, we'll give you your money back, give us the blueprint, we'll give you money back, we'll shake hands, we'll still be friends, and you've had a day and a half for free, and you know, enjoyed the food on us, so flash sale this Friday, follow me on social media, Facebook's down at the minute, but in the Facebook community, if you're not already there, there's a link in these show notes, there's eight and a half thousand of us in there now, so jump in there, and we'll be sharing links to the flash sale, we get 50% off plus buy and get on free, we'll be releasing five places this Friday, and the bonus one, so I said I'm going to give you a bonus one, bonus tip, number 11, how to level up your business, and this is not going to take you any time, but you are going to have to remember it, and this is one of those podcasts you want to listen back to with a pen and paper and write these things down, but the final one is a mindset, and this is an old Soviet Union mantra, and I live, absolutely live by it, and also our teams live by it, and our property entrepreneurs are literally, we drum this home all the time, and this can relate to, you will not understand the level of clarity you get until you do this, but it will save you money, it will stop you from making the wrong decisions, it will provide a level of transparency with your business partners, your clients, your team, your friends and family, it will provide a level of transparency about who they are, and just really take the relationship to another level in a number of capacities, and this is a mindset shift for you, this is going to be a real level up, so make sure you remember this one. Number 11, which is your bonus one, is trust, so you want to trust people, you know, trust your friends, trust your family, and in business there's an argument you shouldn't need to trust, but you know, we're humans and I'd probably trust too much, but trust but verify, so trust but verify.

When somebody tells you something, the answer to a question, the numbers they've done, numbers of sales they've done, anything, like your partner, your team, your business partner, your clients, your suppliers, anybody, is trust but verify. When they tell you something, the mistake we normally make as human beings is we just trust it, you know, we take it as gospel, we trust it, but just respond with it, so that's great, and then either take it on face value and then go and check it and see if it's actually accurate, or just ask them, so are you sure, are you sure that's the case, you know, is that actually the case, have you checked that, oh no, so I had one this week, for example, I've got a big, obviously we've got a huge event, we've got a super event next month, and we're putting a new system in, and the finance team sort of sent me some bits and pieces over, and they sent me one thing, and I thought that doesn't sound right to me, so trust them, you know, trust them that that's true, instead of sending me a bit of information about a piece of software, and I thought, you know what, like, I trust it's true, you know, I trust they're true, but I'm going to check it, and I just verified whether it was accurate or not, and it wasn't, and because it wasn't accurate, and I found the solution, it's a game changer, and it's fundamentally changed what we're doing with that system, because I trusted but verified, and what you'll find, when you trust but verify the amount of things, like prices, so say, oh yeah, this house is worth 800 grand, is it, yeah, yeah, it's worth 800, but we can get it for whatever, whatever price you get it for, okay, cool, I'll just have a look, I'll just have a look on Rightmove, I can't find any comparables that suggest that, and all right, but how do you know that, oh, the agent told me, right, okay, fine, if anybody's going to inflate a valuation, who's it going to be, probably an agent, or a deal broker, someone like that, trust but verify, like, yeah, it will fundamentally change your life, your business, and just your understanding of how to make decisions, anyway, trust but verify, number 11, there's a bonus, I hope you've enjoyed it, I'm going to go off and explore Bangkok now, sending you all my best from Thailand, wishing you all well, please do share this podcast, let's break another record, get in the WhatsApp groups, and I'll catch up with you in there, and help you one-to-one, and answer your questions, as many as I can, and hopefully, see you on, or hopefully, see you on Property Entrepreneur sometime soon, get yourself one of the three days, look out for the flash sale Friday, and I will catch you on the next podcast on Tuesday, subscribe, share, take care, success and failure, very predictable, and that is 11 ways, in 11 days, to level up your business, all the best, take care, catch you on the next one, cheers. 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 Hill 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.