**PEP 81 Edited\_Transcription**

[Daniel Hill] (0:05 - 42:51)

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

We hope you enjoy. Good day, good day, good day. It is Tuesday.

It's time for the next official property entrepreneur podcast episode, and I have finally got rid of my cold. I should never have jinxed it. I was in wherever I was the other week when I recorded that podcast and said about, I haven't been ill.

I'm ill once a year. And literally after that, I got ill. I gave it to two of my team.

My monthly meeting was my senior team last week and gave it to two of my team. And yeah, it's just the guy shouldn't say things out loud. Probably the universe.

Give me a little, little wake up call to remind me not to get too, too confident, but I'm feeling good. I'm back in the game. I'm recharged and I'm fit and well, I'm very grateful for that.

So in today's podcast, we're going to talk about what's your problem. And this is our first dedication from the WhatsApp group. So this is from Laura Davidson, who is in WhatsApp group 21.

And she has shared as with lots of people in these groups, a lot of the questions that we're having on these weekly mentoring sessions. Last week took me two days to get through all of the groups. I'm basically answering people's questions direct one to one every Tuesday in the private WhatsApp groups.

If you've not already joined, make sure you send your message now to join the private WhatsApp groups. The number that you need to send your message to is text podcast VIP to 07871 612 297. That's 07871 612 297.

And Bianca will add you into one of the private VIP WhatsApp groups. And in there, there's opportunities to network with other high performers, do deals with people to talk about doing deals together, people are helping each other with developments and a lot of the questions. And then what we're doing every Monday is people can post their questions that they want me to answer personally.

And then I'll come in there and literally do your private 60 seconds, two minute voice now and answer that question for you. And I've been helping with deals, recruitment, structuring, buying and selling companies, appraising deals, stacking up developments, raising finance, marketing, all of these things. So whatever you need help with, jump in those groups.

I don't know how long we're going to keep them open for. They are becoming quite time consuming, but the minute I've allocated the time, I'm happy to help get in the group and I'll help you personally. And then also like Laura, I'm taking topic requests for podcasts.

And what Laura's talked about, which is similar to a lot of people in the WhatsApp groups, is as you start to build the business, so initially we have loads of time, the time gets replaced by creating what we call value and which is basically making money. You find a way to make money. And then what happens then is you run out of time, you create value, you run out of time and then what we have to do with that value is create leverage.

And this is what this podcast is going to be all about, is when you want to step up to the next level and go from being that one man band or that small business and actually have that narrow focus, going an inch wide, mile deep and actually focusing on the individual bits of the business rather than perhaps just running on the treadmill trying to smash out the park. How do we do this? How do you understand what to look at, when to look at it?

There's a million and one things we need to do in our companies, but how do we focus? What are the key areas we need to focus on? What do we do and when do we do it?

So that's what we're going to do in this podcast. Before we do that, just a couple of updates for you, so join the WhatsApp groups, that phone number is in the show notes, jump in there and look forward to meeting you in there and supporting you in there. And then also, I have my Facebook account hacked and it's just been completely locked down, so I'm actually not on Facebook anymore.

So if you're on Facebook, but you don't have me on Instagram, go on Instagram and follow propertyentrepreneur underscore. And I've jumped onto there, I've never really used Instagram before, but I'm on there, I'm doing lives, I'm doing videos, I'm doing stories, so you can see what I'm up to on a day-to-day basis. I'm sharing some of the deals that I'm doing at the moment, literally just offered best and finals on a deal today, which will be a block of 30 apartments.

And I think we'll probably secure that tomorrow. And as soon as we do, I'll post it in the stories of the Instagram page. So jump on there.

Be great to see you on there. And yeah, we'll connect on there and hopefully I can give you as much value as possible. So what's your problem is the focus for today's podcast.

And Laura has said she's also attending the July Property Entrepreneur Blueprint event. So Laura, you'll get further insight into this on the three-day event, but to give you the headlines of what's your problem, to answer your question and your request and dedication for a podcast, there's only five problems. So I've been doing this for 20 years.

I know it inside out. I've looked at so many businesses, hundreds of thousands of businesses I've supported, mentored, trained, consulted, bought, sold, looked at, and it's highly predictable. You turn up every day, I think the problems are endless.

I guarantee you there's only actually five problems in your business. There's only five types of problems you've got. And what we want to do is deal with all of these.

So I'm going to do this podcast is tell you what they are so you can finally separate the cedar wood from the trees, understand the five problems, and then I'm going to give you 10 solutions to these. So if you were to look at the five problems, start to treat this as a business rather than a job, and write the top 10 things down that you could do immediately to deal with these five problems, you'll have those in about 20 minutes at the end of this podcast. So what's your problem?

And there's only five problems. I'm going to take you through these. Before we do this, it's important to acknowledge that there's only five problems.

It doesn't matter what level you're at in your business, it will be the same five problems. But every time you approach these five problems, you'll do it at another level, another level in your business, which means it will be another level, another level, another level of problems. But also, the more you deal with these problems, the better your experience and expertise will get and you'll leverage that and deal with that at another level.

So it's always the same five problems. I've got the same five problems as you, but we just deal with them at different levels. The three levels that you're going to progress through as a property entrepreneur are the landlord level, the investor level, and the entrepreneur level.

The landlord level is where you start, where you are a one-man band, you are the job, you are the business, and you do everything. You turn your phone off. If you stop, the business stops.

You're doing viewings, you're unblocking the toilet, you're checking rents, you're doing everything. Once you've got that, you do that for as long as you have to to find value, and value is basically the way you're going to make money in this business. Once you've figured out a way to make money, and that's your thing, my thing this year is this is what I'm going to do.

This is how I'm going to make money. You've created that value. We want to move up to the next level, which is investor level, by using leverage.

Value times leverage equals wealth. Leverage is created by two things. The first is systems, and the second is team, and we'll talk about this shortly.

And what you do there is build a small team at the investor level, up to about 10 people, a dozen people. We don't want to go any bigger than that. Great culture, small team, low overheads, high margins, great place to be.

Go on holiday for a couple of weeks, the world won't end. Maybe not, the business may not grow as aggressively without you, but it will run in your absence. And it's just a really, really great, great place to be.

That's where we'd recommend most people get to. If you do want to go above that, above 10 people, above 70-20-10, above investor level, the next level is entrepreneur level. Entrepreneur level is your high performance, national scale, multiple teams, multiple streams, highly scalable, highly tradable, multiple seven figures, multiple businesses, multiple revenue streams, multiple locations.

That's your big empire, empire builder, semi-corporate model. Not for the faint-hearted. If you're doing it for money, if you want to be in business for money, then it's probably best to do it at a lifestyle level.

Entrepreneur level is where most people go bust. They grow the self, broke, and it's stressful, it's painful, but it's the ride of a lifetime for those of you that are masochists and want to do it. I've done it, loved it.

Not immediately looking to go back there, but for those of you that need to scratch the itch or want to go up there, for those that make it, it's ridiculously lucrative. Don't get me wrong. It's like seven, eight figures, doing really, really well, great, but most people don't get there.

Most people get bored, fed up, burnt out, go bust before they actually get there. Three levels, and you're probably getting the sense, recommend going for the middle one. This is the blueprint that we use on Property Entrepreneur.

Those of you that are doing the three-day, this is the blueprint you'll learn. If you're not already signed up for the three-day, we've got June, July, August, the dates on the website, 150 places, and get into the WhatsApp groups, and you can get over a 50% discount to that, or keep your eyes open for the flash sales. Every other Friday, we're going to be releasing two, three, five places at the cheapest price ever, 100% money-back guarantee, try before you buy, literally, no-brainer.

On the three days, this is the blueprint you'll learn. Moving through the three levels, go around that with the four seasons, we're not going to talk about that today, to overcome the five problems, and this is what we're going to talk about in this podcast. So, you, me, your competitors, the people you know, anybody in business only has five problems.

So, what are the five problems? Well, the first is a lack of clarity. Most entrepreneurs do not have clarity in their business, and by clarity, I mean business model, business margins, strategic positioning, commercial balance, crest of a wave, niche, price points, competitive advantage, economies of scale, sweet spots, every single part of the business, you want to have 100% clarity.

On the businesses I work with, on our incubators, the businesses I invest in, I don't have anything to do with employing the team, meeting the team, running the business, managing the business, delivering campaigns, all I'm interested in is the clarity, you know, where's the model, where's the plan, where's the forecast, where's the investment, where's the sweet spots, where's the strategy, where's the structure, where's the framework, these are all clarity pieces. And the first big problem is people just don't have that clarity, so that's the first thing, lack of clarity.

The second problem is a lack of efficiency and effectiveness, and this is basically a lack of systems. Entrepreneurs want to make sales, turn the tap on, do the sexy, fun, exciting stuff, they don't want to systemize, automate, processes, ops manuals, you know, nobody in the main, most entrepreneurs do not want to do that, but that's a double-edged sword because you don't want to do it, so you don't do it, and it becomes the biggest weakness and threat to your business. That's the second problem, is lack of systems.

The third is the reality is most entrepreneurs spend their life building businesses that don't make money. You want to be looking for the needle in a haystack that's genuinely making 20, 30, 40, 50% net profit every year without fail. A bad year in most people's business means you lose money.

On Property Entrepreneur, a bad year means you don't make 30%, you make 20%. Even if it's a bad year, you still need to be getting not only paid your salary, but remunerated for that. And the third problem is a lack of finance.

People just don't have access to the money they need, they're not making proper money, and most entrepreneurs work twice as hard for half as much for the worst boss in the world, and we don't want that for you. We want you to have a highly lucrative, highly leveraged business, and this is what you get as a Property Entrepreneur. The third is lack of funds.

The fourth is lack of capacity. Like I said earlier, the first thing is one man band, find the value, make the money. As quick as possible after that, leverage it up, delegate to elevate, and then scale.

Most entrepreneurs just don't have enough time, which means the work's not being done properly, they're not getting the back office sorted, they haven't got the time to focus on the value creation and building the runway, and it just becomes a really painful, stuck in limbo, no man's land, highly noisy, highly inefficient, self-employed job, basically. Working twice as hard for half as much, nothing's fun anymore, and you just burn yourself out. The fourth problem is a lack of capacity, so you're just literally running around, never getting to the bottom of the to-do list, always dealing with the urgent, never looking at the important, not a great place to be.

Then the fifth problem is lack of leads. If you want to run a genuinely lucrative business, you need to have a pipeline of high quality, high value, high price point, highly lucrative leads. Clients who want to buy from you, they're not going to waste your time, they're good for the money, and you can give them world-class service in exchange for a premium price point and actually make a profit off the back of it.

They are, I've been in business 20 years this year, and I can tell you there is no other problems in your business, that's it, five problems, and all we need to do is systematically overcome those problems one at a time. It's not easy, it's not quick, but it is very straightforward. If you can get the blueprint, you can execute it, and you can overcome those five problems in the right order, which we'll talk about in the top tips at the end, I guarantee you, your business will gradually progress, develop, step change, overcome these problems, and at the end of it, you will have, or even not at the end of it, at the end of the process, every single 6 and 12 months, you will have a business that's worth owning, it's enjoyable to operate, it's fun, it's lucrative, it's exciting, it's not burnout, running on the treadmill every day, trying to pay the bills.

So, you've got five problems, what are the solutions? How do we overcome these five problems? Well, I'm going to give you, in answer to Laura's question, I'm going to give you two solutions for every problem, and these are the two highest value, most effective problems.

Now, if you're listening to this in the car, make sure you come back to this, make some notes. If you're listening to it while you're running, or in the office, if there's an opportunity to take notes while you're doing what you're doing, do that, otherwise, make sure you come back to it. And these 10 things, same as last week's podcast, or the podcast the week before, 10 ways to 10 ways in 10 days to level up your business, your life, and your health, this is 10 ways to step change your business and overcome the five biggest problems you have, and everybody else has, in their businesses.

So, one at a time. The first problem that we said about was a lack of clarity. And to overcome lack of clarity, all you need is strategy.

And business, really, entrepreneurship is about being highly, highly strategic. The two elements here that I would encourage you to focus on is, and this is the good thing here is, next to none of your competitors will be doing this. The first solution for lack of clarity in strategy is strategic positioning.

And the second is business model. So, strategic positioning, what this means is observe the masses and do the opposite. On Properly Entrepreneur, you will get sick of me talking about observe the masses and do the opposite.

Next week, actually, or when you're listening to this, it'll be this week, we've got our super event. So, watch out for this on Facebook. Watch out for it on Instagram, LinkedIn.

You'll see our super event. We've got nearly 200 of our Properly Entrepreneurs all in the same room, and I'm doing our championship season pre-race briefing. And it's all about strategy, structure, mindset, discipline, best practice, getting ready to run the best three to six months of our life through the spring and summer of the championship season.

Huge thing I'm talking about here is about strategic positioning in a volatile, uncertain market and business modeling. All that matters of having clarity in your business and a solid strategy is strategic positioning, which means you've got high margins, low competition, high margins in a position in the market where demand exceeds supply. If you're running around spending all your time generating sales, your ladder's up against the wrong wall.

You're wasting your time. You want to go into a market where people are beating your doors down to buy from you, like in a minute. Aviation.

Obviously, this is not a crest of a wave or a niche. It's just an example. The aviation industry has hit a bit of turmoil because they're completely undersupplied on capacity, which is obviously one of the other problems.

And they've got people beating down the doors, you know, 20,000 flights over the next week going through and people, they're canceling 20 flights a day because they can't physically get everyone on the planes because they're understaffed. You want that to be your smallest problem. You want people to be banging down your door all day, every day to do deals with you, do deals, do business.

When I go out and do deals, the last thing I worry about is am I going to be able to raise finance? We've got a £10 million waiting list that people pay £1,000 to be on because we do niche deals that are highly lucrative and we have a waiting list of high value clients who want to work with us. We want to get you exactly the same.

The only way you get this is with strategic positioning where demand exceeds supply and the margins are low competition, highly profitable. That's the first. And then the second is once you understand that, you build out a business model.

Again, you'll get this on the three-day, Laura, and those of you that are doing property entrepreneurs starting in October or doing the three days, you'll get, you literally will do this with you, give you the template that we use, one page, simple business model. If you do not have a business model, you do not have a business. It really is that simple.

Most entrepreneurs, 95% of small businesses do not make profit. Most entrepreneurs are running around building businesses that do not make money. And I guarantee you the majority of them do not have a business model.

When you've got strategic positioning and a business model, you have 100% clarity. You're being highly strategic. I guarantee you success and failure are both very predictable.

They're the two biggest solutions to your first problem. The second problem is a lack of funds. It doesn't matter whether you're doing your first 100K or you're doing your next 100 million.

Honestly, one of the biggest challenges all businesses face is funds. You can have a very, very, I've had friends who've had really profitable businesses and gone out of business, especially in development, it's feast and famine business, really profitable developments, loads of margins, but it'll be the cashflow that screws you. That will always be the thing.

Lack of funds, number one rule of being an entrepreneur and being in business, do not run out of money. And the second problem that all entrepreneurs face is a lack of funds. The way we overcome this is with finance, making sure your business is secure for today and ready to scale for tomorrow.

So the problem is lack of funds. The solution is finance. And the two biggest things you can focus on here, the first is cashflow and the second is capital.

So if you want to go inch wide, mile deep on cashflow, the three reports you need is a profit and loss. So your management reports for profit and loss released every month, budget versus actual, your balance sheet to show what your net position is every month. And then your third is your 12 month forecast.

They're the only three reports you need to show what is your cashflow position, what investment do you need, if any, and what's your cashflow position going to be for the next 12 months. If you have that, you do not need to worry about running out of funds. The second solution for lack of funds is capital.

You need to make sure you've got access to capital. And in today's age, I've been talking about this a lot in the WhatsApp groups, the last thing, and especially if you're quite new to this, one of the biggest realizations people have coming on Property Entrepreneur is you don't need to worry about not having any money. If you know how to source deals and you know how to build a business and you know how to create opportunities, there is cash absolutely everywhere.

Like the deal is everything right now. It's not access to capital. The second solution for lack of funds is capital.

You know, have you got access to enough capital? Have you got, maybe you don't need a 10 million pound waiting list, but have you got a million pound waiting list? Have you got access to private investment?

Have you got access to funds? Are you using things like CDIS, EIS, crowdfunding, government backed startup loans, private investment, joint venture models, equity funding, debt funding? All of these things are absolutely booming at the minute.

There's no shortage of access to capital. But if you've got a lack of funds in your business, because you're not using these things, every single one of them, those I've either used in the last 12 months or our Property Entrepreneurs have used in the last 12 months. And again, Laura, on the three day, you'll get this.

Those of you that are booked on for the three day, get yourself booked on and you'll get those. But the second problem is lack of funds and you really shouldn't worry about it. Cashflow, in fact, you should care, but don't worry.

You care about it, put the strategy and solution in place, but don't worry about it. So cashflow, P&L, balance sheet, 12 month forecast, capital, EIS, crowd, CDIS, private loans, government startup loans, private backed capital, debt, equity, et cetera. There's loads of opportunities there.

That'll overcome your second problem. If you get those two nailed, there's very little else you need to worry about with finance. The third is systems.

Now, most people have a lack of systems because they can't be bothered. They haven't got the mindset for it. They're the wrong profile.

They love doing deals. They don't want to sit down and do the back office. Who does?

Let's be honest. Not many people do. But the reality is if you don't have systems and you don't slow down to speed up, you really don't have a business.

And you'll be constantly limited by how many hours you can stay awake and work. Whereas if you start to increase capacity and add more team rather than add more time, your time, you'll start to build a proper business. And you want to see your team as an investment, not an expense.

And we're going to come on to that next with the next problem. But the third problem is lack of systems, lack of efficiencies, lack of effectiveness. And again, there's only two things here.

So the two highest value solutions you can have to get more systems in your business. The first is to do a brain dump. What are all of the things you're doing on a daily basis?

And I guarantee you most of these are low value. They're not. You should not be doing them.

You fundamentally within the first six months of being a property entrepreneur, I guarantee you will not be doing half the jobs you're doing. Create a list of all the jobs you're doing. And then basically you want to create three columns, E, A, D, eliminate, automate, delegate.

Every single task should either be eliminated. You're wasting your time. Don't do that.

Get rid of it. Automated, systemized, automated on a system or delegated. Lots of tasks.

Even if there's a system, still need somebody to do it. You delegate it to a freelancer. We'll talk about recruitment in a moment.

A freelancer, an employee, a team, team member. If you go through all the jobs you do on a daily basis and run E, A, D, eliminate, automate, delegate, that will clear your workload and start to get you ready to systemize. And then once you've identified the tasks that need automating, you use the second solution, which is called the map.

And again, you'll get this on the three-day event, but the map is the methodology, the assets, and the people and the performance. That's all you need to systemize your business. People sit there and think, you know, I haven't got time to sit down and write 180 page operations manual.

I can tell you now, if you have to sit down and write 180 page operations manual, not only will you not, not only will your team not remember it, you won't even remember it. You do not need 180 page operation manual. You need MAP, the map to your business.

If you want to scale or sell, if you want to get your business ready for scale or sale, all you need is the map, the methodology, the assets, and the people and the performance. That's it. Methodology, how we do what we do, the assets, the training, the checklists, the processes, and the people and the performance, KPIs, scoreboards, the data dashboards.

That is all you need. Sounds simple, is simple, easy to do, easy not to do. Do that bit by bit.

Again, you'll start to build a business. You'll start to move forward. I can't, I've had over 40 businesses that I've bought, systemized, scaled, sold.

There's no way I can do that if I'm standing there speaking to tenants, doing refurbs, doing finance, paying invoices. You have to understand how to build a business and a business is having systems not running around like a headless chicken. So that's the third problem.

The fourth one is you've got the systems, automated, but then you've still got to delegate. So then if you've got a lack of capacity, how do we actually recruit? And this is the fourth problem.

What we need to do here is go out and recruit. And there's only two things you need. You need capacity, which is bandwidth, and you need expertise.

That's all you need. Again, success and failure are very predictable. I guarantee you once you leave the three day with the whole blueprint, I mean, this is a, I'm probably giving you like three or four soundbites here of the blueprint.

There's over 114 parts to the blueprint. When you leave with it, I guarantee you not one part of it will sound complicated. You will not leave with your brain blown.

You will not leave thinking, oh my God, I'm never going to be able to do that. That is too complicated. You're going to leave thinking, I never knew this was so straightforward.

It's step by step. It's break it down. The hardest thing is to keep it simple.

And then all you have to do is, is execute. If you know you can execute, all you need is a, is a blueprint. And when it comes to recruitment, the two things you need to execute or the two things you need to, two solutions you need, two highest value solutions to overcome recruitment, which is your lack of capacity, problem four, is the first is capacity.

The second is expertise. So to overcome capacity, we use a model called VAPAEA. And what this means is you need to go out there and recruit people.

And you might be sitting there thinking, you know, I can't, I'm only just about paying for myself. I can't afford to pay someone 20, 30, 50,000 pounds. We're not talking about that.

We're talking about it's 2022. There's people around the world that can do work for your small business. You need to recruit PAs, sorry, VAs, PAs and EAs to increase the volume of capacity around you and create gatekeepers between you and your audience, client, market activities.

We need to turn this in from a job to a business by introducing capacity with VAs, PAs, EAs and gatekeepers. And then the second is expertise. You can have capacity, you can have bandwidth, you can have gatekeepers, but you're going to get to a point where you need expertise.

And what you want to do here is split the workload into three. So in your business, look at all the work, you know, the same way we talked about for EAD, list out all the work that goes on in your business and then split it into E, A, sorry, split it into drive, deliver and detail. That's it.

There's only three profiles of workload. There's the drive, which is probably going to be you, deal sourcing, meeting investors, creating the runway, looking at the strategy, beating the drum, creating the culture, bringing the noise, getting people excited. You're driving the business forward, deals, investment, runway.

The next is deliver. These are people who are going to run the business for you on a daily basis. Letters managers, project managers, front of house, sales team, business development, those out there running the business, customer facing on a daily basis.

And then behind the scenes is your detail, ops, admin, finance. And not one of these roles needs to be employed. Not one of these roles needs to be salaried.

Not one of these roles needs to take four weeks holiday, plus bank holidays, plus pension. They can be self-employed. They can be pay-as-you-go.

They can be freelancers. They can be £25 an hour. They can be £2.50 an hour. All it's about is really understanding this blueprint and putting it into practice. Honestly, I know it sounds simple when I'm saying it, but when you actually got the blueprint and you just follow it step by step, you'll understand what I mean. And these will overcome your capacity, overcome your recruitment issues and turn it into a proper business.

And then finally is once you've done those, it's just a lack of leads. You've got your strategy. You've got your finance in place.

You've delegated the workload. You put the systems in. You've recruited a team.

Now all you've got to do is turn the tap on. If you're going to keep the water in the bucket and you've got capacity, now it's time to have a party. Now it's time to expand.

Now it's time to do what we're doing now, go into the championship season, deals, expansion, growth, campaigns, going out there, making things happen, doing all the fun stuff. And this is all about having a lot of pipeline of leads. So a pipeline of good clients, credible clients, the right profile, the right position, the right price point.

You can deliver world-class service, world-class products, and you can make world-class relationships, business, sales and margins in that market. Three to five percent of every industry has high performers at the top of their game who have people queuing up to do business with them, charging high price points, making high margins. This is where we want you to be.

And all you need to do here is two things. Again, you don't need to be spending £10,000 a month on sponsored ads. You need to do two things.

One is content and the second is a campaign. It's 2022 or the highest return on investment you can have is your profile in the current market, social media, LinkedIn, Facebook, TikTok, Instagram, all of these different places, blogs, websites, communities, all of these places to go out there and actually create a name for yourself, raise above the rest of the market and position yourself as a market leader, an award winner, and somebody that's leading the way in your space.

If you want to ensure that you don't have a lack of leads for the year ahead, the two things you need to do. The first solution is content and the second is campaigns. So 70% of the time you want to be releasing content, free content, high value, podcasts, blogs, videos, information, downloadable brochures, documents, training, tips, free information, the secrets to success behind the scenes.

70% of your time is content. And this is all about sex appeal. It's about profile.

Raising your profile without that is the highest return on investment you can get. What I mean there is the input part of a bit of time is really, really low. But the return, if you go out there and do it, is very, very high because you will be charging high prices, have a waiting list of people who want to do business with you, people who know, like, and trust you.

And you can worry about focusing on the back office rather than the front of house. I used to do mine on my own. I did it on my own for about seven years.

And then most recently, I used a company called Oversubscribed, which is one of my companies on our incubator, who run my profile. So everything you see that goes out of my profiles is by Oversubscribed. And if you don't have the time, the expertise, the capacity, the appetite to raise your profile yourself, just go to oversubscribed.com or .co.uk, I think it's .com, and you can register on there to, it's application only. They only take on five clients at a time. It's pretty exclusive. It's £500 plus VAT a month.

So if that's outside of your budget, you know, just do it yourself to start off with. But for those who are in a position to become market leaders, you know, for people like me and you, it's just a no brainer. So sign up, you know, get registered up there and see if you can get signed up and they'll do it for you.

70% of your time is on sex appeal, raising your profile, putting content out there. And then 30% of your time is on campaigns. So 70% content, 30% campaign, 70% sex appeal, 30% sales.

That's it. 70% getting people to know, like, and trust you. And then flip the switch, 30% on campaigns.

Small campaigns, opening the doors, opportunities to buy, and by then people don't feel like they're being sold to. They already know, like, and trust you. And they're actually ready to buy rather than, you know, feeling like they're being sold to all the time.

If you get, if you put that together and those other five, the 10 solutions to those other problems, I guarantee you, you will very quickly start systemize and scale a proper business as a proper entrepreneur and not just be running around like headless chicken, trying to hold the thing together and stop it from coming off the, off the tracks. So in answer to Laura's question, as far as like drilling down inch wide, mile deep, they're the five focus areas you need to have for each of those five problems. There's two solutions and then three top tips for you just to finish.

So the first is without a doubt is just join the WhatsApp groups. If you're not joining the WhatsApp groups, the phone number is in the show notes, copy it, paste it, put it in WhatsApp and just type podcast VIP. And on a Monday, you'll get a prompt to say, post your questions here.

On a Tuesday, I'll jump in and wherever your problems are within these five, I will specifically answer it for you one-to-one personally, give you that insight. So number one is there's no problems, only solutions, one-to-one private mentoring. The only other people that get this is our property entrepreneur board members who pay 27 and a half thousand pounds plus VAT to be in a private WhatsApp group with me.

These WhatsApp groups might be open for another week. They might be open for another month, but make the most of them while they're here because outside of that, the phone will be off. I'll be off the grid and it'll be another year before I can help you again in that capacity.

Join the WhatsApp group and I can help you one-to-one with these problems. The second is whilst there's five problems there and 10 solutions, and I make it sound quite straightforward, obviously there's still quite a lot of work to do, but luckily there's a 12-month cycle to do it. I alluded earlier to the four seasons.

The property entrepreneur methodology is a four-month cycle. Starts at the beginning of October, October, November, December, where we focus on strategy. January, February, March is then the winter where we put the car in the pit stop.

We lift the bonnet and we work on systems and finance, getting ready to race. We then move into spring, which we're in now. We're just coming out of into summer.

Spring is all about recruitment. Get the team onboarded to the new systems, the new processes, test them, make sure they work, recruit the new team members, get them ready to race. And then summer is about flicking the switch from 70% content, which we've been doing all year, to 30% campaign and going out and racing the car, campaigns, expansion, buying companies, doing deals, moving a million miles an hour, sales and marketing.

Then the end of the summer, the tires are shredded, the steam coming out of the engine, we're running out of fuel. We click the car back onto cruise control, end of summer, celebrate, slow down, October, November, December, back into strategy and we go again. So the second is seasonality.

I've listed all those off, do them all in the right order. Autumn, strategy, systems and finance, winter, recruitment, spring, summer, marketing and sales. Like I say, I've done this for 20 years.

I've taught it for 10 years. Even if I sold Property Entrepreneur tomorrow, I would still attend as a delegate because this is the only way to start, systemize and scale a business. It just makes complete sense.

And then finally is don't recreate the wheel. If you go through these podcasts, things like 80 episodes now, I'm trying to get, like, Property Entrepreneur has been oversubscribed every year since 2013. I've got nothing to lose by giving you these blueprints for free.

The third tip is don't recreate the wheel. Go through these podcasts, look at the blueprints and just execute them one by one. Whether it's the Financial Fortress or it's AAA game or it's systemizing your business with EAD or it's how to recruit team and pay them, how to raise your rate.

These podcasts are all there. The blueprints are all there. Pick them up one at a time, listen to it, write it down and then execute relentlessly.

And I guarantee you, success and failure are very predictable. People come on Property Entrepreneur, take the blueprint sometimes and try and tweak them and change them. They say, you know what, I'm going to just try it this way.

I think I found a better way to do it. I think I found a quicker way to do it. I think I found a way that I can skip this step.

And I guarantee you, 9.9 times out of 10, a year later, they come back and say, you know what, I tried that, it didn't work. I've just tried it the way that you said. And lo and behold, it actually worked.

I've been refining this for 20 years. I've been teaching it for a decade. When I share these blueprints with you, don't try and recreate the wheel.

There's no need to. I've done the hard work. I've done the heavy lifting.

The blueprint's there. The blueprint is on me. The blueprint is on us.

But the execution's on you. You need to take this, put it into practice, raise the stakes, up the ante, pull the trigger, put it into practice. And I guarantee you, success and failure are both very predictable and the results will be inevitable.

So I hope you enjoyed that. Thank you to Laura Davidson for such a fantastic topic. They're the five problems.

There's 10 highest value solutions to overcome those. If you're not in the WhatsApp groups, get in those. If you're not in the Facebook group, jump in there.

Follow me on Instagram, PropertyEntrepreneur underscore. Send me some private messages. Let me know what content you want.

Jump in the WhatsApp group. I'll get your next dedications for podcasts. And I will support you on Tuesdays now with private mentoring in the groups, as well as these podcasts.

Keep your eyes open whilst we are closing the... In fact, no, we've now closed the VIP discount for the events to the WhatsApp groups. However, in the private WhatsApp group next Friday, we're going to release five discounted places to the upcoming three-day PropertyEntrepreneur Blueprint event.

And then also on open market social media, the week after, we'll be releasing places in a flash sale at midday on Friday. So stay tuned, get yourself a place. Those discounts are literally the price it costs us to put the event on.

The places are limited. They are 100% money back guarantee. They are try before you buy.

There's literally... You've got no risk in doing them. And it's the cost that costs us to put it on.

So come spend three days at the Belfry, five-star accommodation, three-course dining, the whole Blueprint start to finish that I've been teaching for 10 years that's enabled hundreds of property entrepreneurs around the country to start systemize, scale, and sell. And now it's there for you to use, there for the taking. And it's literally the money it costs us to do it with a money back guarantee.

If you don't like it, don't like the breakfast, don't like Adam or Josh's haircut, you let us know on the second day, we'll refund you, give us the Blueprint back, and you've got absolutely nothing to lose. Shake hands, we'll still be friends. And after 10 years doing it and nobody taking us up on that, I guarantee that won't be the case.

Have a great week, whatever you're up to. I hope you still enjoy these podcasts, download, share, subscribe. Really appreciate the recommendations.

We're holding our place strong in the top 10 in the UK and also the top 5% around the world by monthly downloads. And it's an ongoing pleasure to serve you with them. Success and failure are both very predictable.

Best of luck at overcoming the five problems. And I will see you in the WhatsApp groups. Take care and I'll see you on next week's podcast.

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.