**PEP 82 Edited\_Transcription**

[Daniel Hill] (0:05 - 24:31)

Welcome to the Official Property Entrepreneurial Podcast with myself, Daniel Hill. On this Strip Back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Hello, hello, hello. It is here.

It is time for the championship season. Oh my goodness. Literally the sun's come out, the days are getting longer, the energy level's changing, the workload's coming in, the campaigns are about to start, and I can feel it in the air.

This is literally the gears changing, getting ready to shift, starting to warm the tires, light the fires, and go all guns blazing for the championship season. Many people have been asking recently about the championship season. Even when I talk about it like it's just something that everybody, just the way people live their lives, I forget that outside of property entrepreneur, people don't necessarily have this structure, cycle, routine in their business, their life, their year.

So I thought I'd just do this podcast to explain to you what the championship season is, why it's so important, and how you can make the most of it in your businesses if you don't do property entrepreneur. So it's championship season for us. As such, we're hosting our three-day events.

We only ever host them once a year, and this is the championship season for us now, July, August, September, and then the new program starts in October, which is the beginning of the property entrepreneur cycle. And in October, November, December, it's autumn, the leaves are coming off the trees, the days are starting to get shorter, the energy comes down, people start to slow a bit, and we go into three months of really deep strategy. From there, we go into winter, where we focus on systems and finance.

We've got the strategy. We build the systems and finance, lift the bonnet, get under the car, get ready to race. Spring, we warm the tires, and for the last 10 weeks, we've been warming the tires, getting the team on boarded, trained, getting campaign assets ready, sex appeal, getting ready to rumble.

But now, it's the final countdown to championship season. And this time of year, what I'd encourage you to do is start warming things up, moving faster, making the most of the long days, because it's not long. We've got the quarterly board and incubator retreat in a couple of weeks.

In fact, it's probably in a week. For the longest day of the year, go into summer solstice, Stonehenge, to see the longest day of the year out. And then before we know it, we're turning back to autumn.

So now it's the championship season, and what this is, is businesses don't grow in a linear fashion. I've been building businesses my whole life, and I can tell you, I've never found one business that just grew and grew and grew, and especially not a successful one. People think that business growth is about scale, scale, deals, deals, growth, growth, growth.

But the reality there is if you do that, you're never really going to find your sweet spots. And businesses have what we call sweet spots. They have a point where they're at commercial balance, and these are what we call step changes.

So if you've got a startup, a scale up, or a entrepreneur level business, what you'll find is there's sweet spots where they're really balanced, and they work really well, and they're very lucrative. But then there's growth curves and dips, where you're going through a growth, you know, like growing pains, going through a growth change, and they're not lucrative. You know, you have to forward fund them, you have to take on the overheads before you have the revenue, and you can grow yourself broke, so you need to be really, really careful.

This is why we do the championship season. What it means is every year we decide based on where we are personally and professionally what we want to achieve in the year ahead. And this changes every year.

Some years, you want to be an empire builder and take over the world. Other years, you'll be burnt out and you want to take some time out. Some years, you found an amazing investment business and you want to go, go, go.

Other years, you're looking at what you're doing and thinking, you know what, I've been doing this for a long time, it's not sexy anymore, it's not exciting anymore, it's not lucrative anymore. The market's got very mature, the margins have got tight. Actually it's time to change course.

This is why the 12-month cycle is so important. You spend those nine months getting ready to race, and now we go into championship season. You want to have 100% clarity.

Imagine what a Formula One driver does, doesn't just jump in the car with a load of optimism and entrepreneurial flair and go fly around the corners. If you want to race well, you want to race fast, and you want to win, you need to know that course inside out. You need to know your car is reliable.

You need to have considered it ahead of time, and you need to go into this knowing what you're going to do is going to work. Then all you can focus on is, how do I do it as quickly, as aggressively, as fast as possible and make the most of this race period, this championship season, this 12 weeks of summer that we're now in. Why do we do the championship season in the summer?

Well, in property, you find that the six months of spring and summer are normally the most active. You also find the days are longer, so there's more time to do activity, there's more time to make progress, there's more optimism in the air, people have a higher propensity to buy, the sun's out, so people are naturally in a better mood. It's just got everything pointing towards it to be the best time to go out and race.

This is what we do. What I'm going to do is I'm going to give you five tips to make sure you can make the most of the championship season, which is basically the next 12 weeks or so before we slow things down, the summer ends, the days get shorter, and we go back into cruise control, back into the cave, and we start to get strategic again on Property Entrepreneur from the 1st of October. So, five things.

First is the target, second is the start and the end, the third is the schedule, fourth is beast mode, and then five is a reason and a reward. This is all a game. Property Entrepreneur is all a game.

Business is all a game. I don't say that flippantly. I've invested my friends, family, parents, grandparents' pension, I invest multi-millions of pounds a year, I develop tens of millions of pounds worth of property.

This is not something to take lightly, but equally, if you want to be good at anything, you need to be able to push yourself to the limit, and to do that, you need to go above and beyond what your brain can naturally handle by using what we call gamification. If you're in the corporate world, you've been exposed to the corporate world, you'll know that gamification in training, corporate life, performance has become huge. If you're just a human being, and you're thinking about your normal day in life, everything is far more fun when there's a game to it, there's a score system to it, there's a start game, aim, there's a finish, and you can just enjoy the journey, and this is what business should be.

It shouldn't be a thankless, endless, exhausting journey, it should be a game that we play every year, we make the rules ourselves, we reset the bar every October, and we go and we play to win. Sometimes that'll be for more money, sometimes it'll be for more time, sometimes it'll be for changing direction, whatever is the market and your business and mindset are doing at the time. So the first is, going into the championship season, it's a game, we're going to play to win.

What is the title? So what is the title and the target of your year? And a couple of podcasts ago, I did one called Sex Appeal, go and have a listen to that.

What you want to do is you want to come up with a title and a target for your championship season. Property entrepreneurs achieve more in the 12 weeks of the championship season than other people do in 12 months, just running a business, running a treadmill, turning up day to day, and swinging the bat. That's because they don't grow in a linear fashion, they grow in a cyclical fashion, and every year they have a target, they have a title, and they go hell for leather for 12 to 15 weeks to making it happen.

So what I want to think is, if you had one title, one target for the next 12 to 15 weeks, what is that for you now? Like where you are in your life, we've got this championship season, make more progress in the next 12 weeks than anybody else does in the next 12 years. What's the most important thing to you now?

Is it getting out of your business and buying back your time? Is it getting more money to cover your overheads? Is it you've got loads of capital, but you've got no cash flow?

Is it you've got loads of cash flow, but you've got no capital? You should have one sole focus for the next 15 weeks, and that should be your North Star, all compasses point north, all efforts point to the top of the mountain, and that's it. What is that one thing?

Chase two rabbits, you'll catch none. Most entrepreneurs fly five kites around their garden. We're talking here about launching one rocket into space, and closing the game off in 12 weeks time, knowing that we've delivered something that's exceptional, it's life changing, and it's leveled up everything that we do.

So have a think about that. What is your target, and what is your title? Last year, for example, I did seven figure summer.

So I thought, is it possible from a standing start to make a million pounds in 12 weeks? So I was like, right, that's actually in line with what I'm trying to do, trying to get more liquid ready for a potential recession, which now looks like it's going to happen. What could I do to go out and have a seven figure summer?

And that became the sort of thing I dwelled on, the sort of thing I focused on. And then at the Summer Solstice, June 19th, I think it is, or 20th, I sat there in the library with a few of the other board members, and we talked about targets for the championship season. And I was breaking down what revenue streams have I got coming up, what deals have I got coming up.

And if I focus on that one thing, to have a million pound in the bank in 12 months time, what do I need to do? So have a think about that, what it might be for you, a target, a title, the name of your game for the next 12 weeks, and then just lock that in. You've got a couple of weeks to think about it, but start thinking about it, journal about it, have your cave time around it, and get it locked in.

For this summer, so there's three phases to the economic recovery. There was the pandemic, which was the rescue phase, the recovery, which was getting GDP up, which is where we are now. And then we'll shift gears into the rebuild around the end of this year.

Phase one, I did 10 million pounds worth of deals, I completed on 10 million pounds worth of deals, buy and selling companies, brokering deals, developments, refinancing, flips, did 10 million pounds worth of deals in 2021, through that championship season, sorry, 2020. 2021, I secured in our championship season, 10 million pounds worth of pipeline. So we've now got, in fact, it's more than that, it's probably close to 15, but we secured last year, 10 million pounds worth of pipeline.

So 2020, 10 million pound deals, 2021, 10 million pound pipeline. And this year I'm thinking, do you know what? This is going to be a game changing year, the economy is starting to slow down, there's lots of volatility, lots of uncertainty, it's going to be an absolute playground for us on proper entrepreneur this year, going out there doing deals and playing in the market while everyone else is, be greedy while others are fearful, fearful while others are greedy.

Absolutely the window of opportunity now, and that's what we're teaching on our three day. We've got literally an 18 month period now to capitalize before optimism and the mass market comes back. Now's the time to do it.

I'm thinking, do you know what? I'm going to go all guns blazing, I'm going to level up, it's our 10 year anniversary on proper entrepreneur. So we're going to level up all of our clients next year or this year.

And what I'm going to do is, I thought, right, well, do you know what, if I did 10 million in the middle of a pandemic, 10 million coming out of a pandemic, I'm going to do 10 million going into the rebuild and go for the 10 million pound hat trick. So that means over the three of the most difficult economic years we've had, I can stand there confidently and say, success and failure are very predictable, observe the matters, do the opposite, high uncertainty, high risk, high volatility means huge opportunity. And through all three phases of the bounce back boom, I've done 10 million pounds worth of deals, business, pipeline, so I'm going to go for the 10 million pound hat trick.

So that's my summer season, that's my championship season, and that's my journey through the next, this summer, getting ready for it, and then going into next year will be my grand finale of a 10 million pound 12 month period on proper entrepreneur. So have a think about what that might be for you, what is your target, what is your title for the 12 week championship season? The second is, there's got to be a start date and there's got to be an end date, because there's only 12 weeks and it'll be over before it started, you'll blink and you'll miss it, you do not want to miss this window of opportunity, it's there, it happens once a year, before you know it, it'll be autumn and we'll be going back to eating shepherd's pie and watching Coronation Street, we want to make the most of it, when does it start and when does it end? Because it's only 12 weeks, but also it is a long 12 weeks, 12 weeks of big days, doing deals, driving yourself hard, pushing yourself forward, making things happen, what's the start date and what's the end date?

And on proper entrepreneur, we use the calendar months, so we use 1st of July to the end of September, that's our championship season, so you've got two weeks or so to get yourself ready for this. Once you've got the start date and the end date, it's then all about scheduling and on advanced, we teach a thing called game of four quarters, success is not made of large capital events, a golden pot at the end of the rainbow, one ginormous victory that happens in 10 years time, success, like huge success is made up from executing tiny tasks and what we do on proper entrepreneur, we do a methodology on advanced called the game of four quarters, annual plan, quarterly plan, monthly plan, breaking it down into game changes and then we use a prime time tracker to do an hour a day. You can change your life, change your business, create generational wealth and financial independence on one hour a day, that's our rule on proper entrepreneur.

If you can commit one hour a day, get up an hour earlier, go to bed an hour later, spend an hour less playing on Facebook, Instagram, WhatsApp, an hour a day and I guarantee you, you will fundamentally change your business, your health, your wealth, your life by design. So what you do then is take this 12 week title, whatever it is and then break it down over 12 weeks, three months, four weeks in a month, break it down by month, break it down by weeks and then on the weeks, you break it down by the days. On proper entrepreneur, we do a thing called Sunday sanity, we then break it down into what we call our top 10 and everybody posts that on a Sunday night and then that's the plan.

You don't turn up and think how am I going to sprint to the top of the mountain, you think how am I going to do the first few steps, how am I going to get up the first five, 10 kilometers, how am I going to get to base camp, how am I going to level up and go from base camp up to the top. Break it down and make it happen because if you can focus on the simple and focus on the small, all you've got to do then is worry about starting, that's literally it. Make it small, make it simple and then start.

You turn up, you sit at your desk, lock out the distractions, use cave time and prime time which I'll share with you on another podcast, lock into those and literally, it's just doing a small task. That's all this is. On the board every month, we score our year off and say, right, how well are we doing this month against our year off, our three personal objectives and our three professional objectives and without fail, the ones who are absolutely flying and nailing it have taken the big goal, taken the elephant, broken it down into pieces and then day by day, kept it small, kept it simple, turned up and just got started. That's the next thing. Schedule it, break it down and then make it visible.

I've just got a new whiteboard in my office with my plan for the 12-week championship season. I've got the start date, I've got the end date, I've got the key dates within that where things need to be achieved and that's my schedule for the game. All I need to do then is turn up, do the jobs, do the chores, do the heavy lifting and success and failure are both very predictable.

If you focus on the ginormous task, you're never going to start. Break it down, do the little bits, turn up every day and you'll get momentum. If you're not listening to the Fire Up the Flywheel podcast, go back and listen to that because there's three steps to getting your momentum going and number one is mindset and small tasks.

Lock in, get it done and fire it up. That's step three. Step four is beast mode.

Now this is not for the faint-hearted and one thing I will say to you is high performance doesn't just happen. It doesn't matter whether you're Usain Bolt, Michael Jordan, Daniel Hill or yourself. High performance doesn't just happen.

You need to get into beast mode, fire up the Flywheel, listen to that podcast and go all guns blazing. Now beast mode is about everything from breaking it down, putting it in your diary, ticking off the jobs as you go to being on your AAA game. There's a time and a place for eating cake, smashing burgers and drinking beers.

The championship season is not that. Championship season is being on your AAA game, sleeping well, hydrating well, getting your steps, lifting your weights, eating the right diet, being in the right headspace. You want to be in the best frame of mind you can to nail the next 12 weeks as best as possible.

You only have one chance at making this happen and if you want to go all guns blazing, you can't leave anything on the table and you need to go into this with beast mode. It is putting in extra hours, it is putting pressure on yourself, it is creating false deadlines, it is starting the timer, working against the clock, getting things going. Initially this is going to be really hard and you need to get that mindset of right, I need to fire this Flywheel up, it's really hard.

Then you'll start to get motivation, you'll have your first good day, you've ticked things off the list, you've got your first deal done, you've made your first sale, woo, I'm doing this now, excellent. Then you'll get momentum and then it's just a case of keeping your eyes on the road, don't slide sideways off the track, don't shred the tires, don't overcook it and then before you know it, 12 weeks are through, you've beasted your way through it, you've achieved more in 12 weeks than most people do in 12 months because you've beast moded all the way through it. This is really, honestly, whether you're looking at financial independence, wealth creation, buying more time, buying more money, whatever you want, this is the 12 weeks to do it.

It doesn't matter if you're starting from scratch and you've never done any of the proper entrepreneur stuff before, this is what needs to be top of your agenda. Take some time out this week, take some time out this weekend, get a plan together and make a promise to yourself, make a promise to your partner, make a promise to your clients, make a promise to your team, say this is where we go, this is what it is, this is where we're going and I'm locked in, I'm going to beast mode it with you 110%. Hold on to your hats because this is going to be an absolute, it's going to be absolutely bonkers.

At the end of the championship season, you want your tank to be empty, you want steam to be coming out from under the bonnet, you want your tyres to be shredded and you want to slide sideways across the finish line into the autumn and then step five is all about the reward. We, on Proper Entrepreneur, we go on a retreat, so we go to Mallorca most years, we're going to Ibiza this year, we've got a yacht booked over there for a week, sorry, a long weekend, I'm going out there for a week, we've got a long weekend with the board members to celebrate an amazing championship season. You want to get on that flight knowing you've left nothing on the table, you want to hammer your way through these 12 weeks knowing that at the end of 12 weeks, you cross the finish line, you close your laptop, you turn your phone off, you get on the plane, you get on the boat, you do whatever you're going to do for your reward, weekend away with your partner and your kids, a week away with your friends, your colleagues, whatever you want to do, you want to have a nice big reward at the end of the championship season. Could be a break, could be some time away, could be something you want to buy for yourself, a new outfit, a new car, put an offering on your dream house, whatever it's going to be, but you need to have a reward at the end to keep you focused, keep you locked in, make it all worthwhile.

And also, you want to have a reason why, you want to have a really clear reason why going into this that keeps you focused because when you have a bad day and a deal falls through or you get gazumped on a property you're trying to buy or a builder lets you down or an investor pulls out or you just wake up and you're in a bad mood and you can't be bothered, you need to have a reason why that's bigger than you because if you focus on the what, if you spend all day thinking what you've got to do, nobody gets motivated by that.

Michael Jordan, whoever, Elon Musk, Daniel Hill, nobody gets motivated by the what you've got to do. The why is why you do that. I used to talk about my chickens.

I used to live on a farm, used to have a dozen chickens and in the middle of January when there's snow all over the fields, the last thing I wanted to do was walk 200 meters at nine o'clock at night in the pitch black to lock the chickens away. The what was not appealing at all. What do I need to do?

Walk in my pajamas in the freezing cold, in the snow and go lock the chickens away. I don't want to do that. Nobody wants to do that.

Why do I need to do it? Because if I don't, it's quite possible the hungry foxes that got nothing else to eat are going to come and eat all the chickens and they're going to die because I've not walked across the field. What do I do?

Put my pajamas on, sprint across the field and hope I get there before the foxes. Don't focus on the what, focus on the why and have a really big why that's bigger than you as to why you're going to do this championship season. Why are you doing it?

Is it because you want the reward at the end? Is it because when you get there, you're going to be able to have financial independence? Is it because when you get there, you're going to be able to quit your job?

Is it because when you get there, you're going to be able to recruit that employee or team member that means you don't have to do this ever again? What is it? What is your reason why?

What is the reward as well? Pull those things together and that will give you a huge focus for your championship season. This might sound like a new thing for many of you.

And that's a good thing. You know, you're going to have the best year on record, achieve more in 12 weeks than most people do in 12 months, but you've got to be locked in. You've got to have that focus and you've got to just tune into yourself and say, right, I'm making a promise to myself, biggest 12 weeks I've ever had on record.

This is my championship season. I'm going to warm the tires. I'm going to light the fires.

I'm going to go out there and make things happen. And at the end, celebrate, pop some corks, and then I can chill out. Then I can rest.

You know, spend 12 weeks working like most people never will in order to live the next 12 years like most people can't. And this is what this is all about. If you haven't already secured a place on one of the three-day events, feel free to join the WhatsApp groups, the private WhatsApp groups now.

In there every other week, we're releasing a few places, 50% off, bring a partner for free, 100% money back guarantee. Guarantee you will not be disappointed. I've been doing this for 20 years, I've been training it for 10 years, and I can tell you there has never been a better time to do this.

Come join us, level up, let's make sure we get the best championship season in the 12 weeks ahead. And then also going through this period of uncertainty, we're probably going to have a recession of some sort. I don't think the world's going to end.

I don't think if you're well positioned, you're going to notice it hugely, but it's definitely going to be while the front page of the paper is saying run for the hills and everyone's getting fearful, it's our time to get in there, make some progress, step up, be strategic. And the same way we did in phase one and phase two, go out the way we came in and make the most of this phase three, which is the last chance, this opportunity before we see the next 10 to 15 year cycle. And it'll be a generation before we see this opportunity again.

So that's the championship season, target and title, start and end date, schedule and break it down, beast mode and AAA game, and reward and reason why. Spend some time in your journal, pull that together, and I guarantee the next 12 weeks will change your life, change your business. And in three months time, you will not recognize yourself, your business, or you will not believe what you're actually able to achieve.

So best of luck, success and failure are both very predictable. I'm excited. I'm always a little bit anxious, but I'm ready to go all guns blazing.

We're locked in. We're full steam ahead. It's AAA game.

And I will see you next Tuesday for the next official Property Entrepreneur podcast. All the best, guys. 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.