**PEP 84 Edited\_Transcription**

[Daniel Hill] (0:05 - 3:40)

Welcome to the official property entrepreneur podcast with myself Daniel Hill. We are now ranked top 10 in the UK for all business entrepreneurship podcasts. Last year we were ranked the seventh top property podcast and every month we are ranked in the top 5% of all podcasts around the world by download.

Thank you to everybody who shares, subscribes and supports this podcast. It is literally my life's work in simple blueprints broken down to enable you to achieve everything you want in wealth, health and life by design. I hope you enjoy this next episode and if you're not already joined one of our exclusive and private VIP WhatsApp groups, check out the show notes, come join the party and I'll look forward to seeing you in there.

Success and failure are both very, very predictable. Let's get into it. Beast mode.

So a very special podcast for you today. I'm going to take you behind the scenes at the property entrepreneur championship season super event. Twice a year we do super events on property entrepreneur where we get all property entrepreneurs, all levels and all programs into one super event and we set the bar for the six months ahead.

In October at the beginning of the year, we do a huge super event for all programs and we look at strategy, the economy, what to get involved with, what to move away from and how to make sure we retain our positions as market leaders and award winners in our field. We then go away and spend three months building our strategy and then three months doing our systems under the bonnet, getting the business ready to race and getting our finance plans and capital fundraisers in place. And then in the spring we warm the tires and in the summer we go out and light some fires and you cannot do that unless you know how to get into beast mode.

The championship season is the 12 weeks of summer where every single one of our property entrepreneurs sets out to achieve more in 12 months, be that growth, deals, finance, profit than most people do in 12 months. And you cannot do this without knowing how to use beast mode. In this podcast, I'm going to tell you behind the scenes at last month's super event where I shared the six steps of beast mode and how you can now apply this in practice to ensure the three months of summer are the biggest, the best and the most lucrative you've ever had on record.

If you're not already applying the property entrepreneur blueprint and methodology and you haven't yet secured your place at one of our three day events, we only run these once a year. We've got one in July left and one in August left and then that is it until next summer. So if you haven't already secured a place, join one of the private VIP WhatsApp groups now and in the show notes you'll see a number to text podcast VIP to.

In there this week, I'm going to be releasing some VIP discounted places, 50% off plus bring a partner for free plus 100% money back guarantee and this is your last chance to get yourself into the blueprint. Join us on one of those three days. I'll see you at one of the events in property entrepreneur in the upcoming months and if you're not ready for the spring and the summer, now is the time to level up, raise the stakes, up the ante and apply beast mode to have the biggest 12 weeks you've ever had on record.

This is not for the faint hearted. It's in for a penny, in for a pound. Welcome to the championship season.

Welcome to the super event and welcome to beast mode. I hope you enjoy.

[Adam Goff] (3:51 - 5:43)

Yes. Good break. Ready for session two.

Ready for session two. Good stuff. Thank you for getting in here promptly on time.

We got four sessions today. We're going to pack it in. You'll be here till midnight.

So no, no. What? Going to Domino's at Pizza Express tonight.

You're going to Pizza Express tonight, James? You look so serious, man. Face me a little bit.

Yeah. Come on. Thank you.

Body language is everything. That's much better. Thank you.

I'll come give you a lap dance in a second. Right. So, game time.

Game time. It is game time. This is your championship season campaign.

All right. This is what it is. Whatever it's going to be is what we're going to cover in this session.

All right. Most people spend their lives running around, trying to do a million things and they go an inch deep and a mile wide. Lots of deals, lots of activity, thinking that activity is progress.

I'm going to give you a lap dance in a second. I'm so busy. I'm always so busy.

I must be doing good. Wrong. What you need is absolute focus.

One mountain to climb. One focus. All compasses pointed that way.

Everyone needs to be on the same page so we can get off to the races. All right. That's what we need.

Absolute clarity where we're going. Like I said earlier, the objective is to have a step change, which means you launch one rocket into space, not spend the summer dancing around, flying five kites around your garden. Okay.

That is not the objective. Okay. So now it's game time and this is how you do it.

So, for the first time today, can we give a massive welcome to Mr. Laser Focus himself. Let's have a massive hand for Mr. Daniel Hill.

[Speaker 6] (5:45 - 6:00)

No shit has got to change. One day it'll never be the same. Just look into my heart, you can see the grind.

Look into my eyes, you can see the pain. Pain, hurt, picture where I came from. Some nights when I thought I wouldn't see the sun.

[Daniel Hill] (6:00 - 25:43)

That's a very warm welcome. Ready for championship season? Yes.

Absolutely. I'm absolutely buzzing. We had the board meeting yesterday with the board members and we're talking about 12 weeks, literally 12 weeks to make this happen.

And if we get this right, or rather when you get this right, you will achieve more in these 12 weeks of the championship season than most people do in 12 months. So we want to make sure the mindset is locked in, the body, the energy is locked in, and you've got strategically everything you need to genuinely make this the biggest three months you've ever had. And I've been doing this for a decade and I go into it full of beans, high optimism, it's going to be the best championship season ever, and I come out the end of it sliding across the line sideways, my tires are shredded, there's steam coming out of the engine, and this is what we want.

We want to go in, leave nothing on the table, and make this happen. So going into this, what I want to think about is levelling up. We're going to talk a bit about levelling up today.

Into these next 12 weeks, you want to make sure that both you, your team, and your audience and your market are basically magnetised to what you're doing, and you have something to sell. A product, a service, some deals, raising funds, whatever it is, you've got something to sell, and what everybody else there in the market is doing, not only do they not have a championship season, but what they're also not doing is they're not owning that space, and they're not creating something that every single person watching wants to be involved in. And this is what you need going into the next 12 weeks.

We've got three weeks left to get this nailed. This is the exact conversation I had on the board yesterday. Took them through each of these steps, helped them with their own, and now I'm going to share it with you.

These are the things we need to nail over the next three weeks. So, this is game time. There's three steps to it, and we're going to start off with sex appeal.

So, who's feeling sexy? Who would like to be a bit sexier? Yeah, excellent.

Just me and Mikey. We want to make sure you're geared up, ready to rumble, sex sells, and we need to sex up what you're doing. Everybody else is out there selling fixed rate return investments, cash flow and HMOs, et cetera, et cetera.

We want you to own that space that you're doing, so people get genuinely excited and want to come and see you, because you own the space, you've got what they want, and they genuinely get excited. So, you don't have to sell. They want to buy.

And this is where the oversubscribe mechanism starts to come in. So, I'm going to take you through this. There's three parts to sex appeal, getting you sexy, getting it built up, getting it ready to go.

And then, as we head into the championship season, there's three parts to the campaign, and we're going to go into this today. So, you've got the science behind campaigns, and you've got the sex behind your products and services. So, the first step is focus, and what you want to do is, like Adam was saying, you don't want to go out there flying five kites around your garden.

You know, you're going to get distracted, they're never going to go any distance, you're going to get confused in what you're talking about. One product, one service, one message, one campaign. We need to find that one focus that you're going to bang the drum for for the next 12 weeks.

If you think about where you look for this, you basically want to find something that is topical, is timely, is current, and you basically, people are listening to what you're talking about, and they just get it, you know, it's what's happening now, it's up to date, you're not banging the same drum you've been banging for five years. It could be seasonal, so let's say it's a seasonal thing, maybe you've got a seasonal product or service, student accommodation, RNT, we've got health and fitness. You've got the summer coming up, what could you do to excite people about the summer?

The student market, you know, have you got events coming up, Freshers' Week, all of these things. Whatever you're in, we want to find something that you can anchor to today that's topical, it's hot, it's sexy, and it gets people excited. So the first thing you want to think about is your focus.

You know, what is the focus of what your campaign's going to be this year? What is that one headline, that focus? And then what we do is we sex it up.

So if you say, right, my focus this year is going to be about inflation. You know, let's say you're going to go out to investors and your one focus is, I know, and this is a great pitch, I know that there's lots of people in the UK who've got cash in the bank, which is just being in the bank going down in value. You know, we've got nearly double digit inflation, whatever they keep it in the bank per year, it's going to, you know, they've got a million quid in the bank, it's going to cost them eight grand a month to keep it in the bank.

It doesn't make any sense. Also, investors are nervous. You know, they don't want to go into the stock market.

They don't want to go into government bonds. They're sitting there and they know it's going down, but they're too nervous to invest. They could then come and work with you for a short period, six months, 12 months, 24 months, and invest in your sites with security experience, et cetera, et cetera.

And you focus your whole campaign on inflation. You know, everything that goes out the door is about inflation. Find that one thing, inflation, and then sex it up.

And we need to sex it up and bring it to life. And this is called sex appeal. So examples of this is if whoever, the government, the health bodies, the health and fitness industry, started saying, do you know what we're going to do for January?

We're not going to drink alcohol anymore. It's like, OK, that's cool. You know, Billy's laughing.

That's not going to happen, is it, Billy? That's their focus. The focus is, right, let's get everybody to break the chain, have a circuit breaker, have a month off alcohol.

That's the focus. But the sex appeal is joy January. Joy January.

Sober October. Vegan, whatever the vegan, what's the vegan one? Veganuary.

It's not quite as catchy, but it's getting there. Whatever it is, it's like, get that sex appeal, label it up, and put it together. When Boris Johnson said about, we basically need to go into this phase three.

You know, we've come away from the European bloc. We've carved ourselves out of Europe. We've done Brexit.

We've had the pandemic. We've got to now. If we want to stay on the main stage of the world economy, we've got to step up and do what we've got to do.

The focus was, we need to rebuild our productivity. We need to invest in our economy. We need to invest in entrepreneurs.

We need to bring talent over. That's the focus. But what's the sex appeal?

What was the sex appeal for the government's one? So that's a great example, build back better. Initially, it was build back.

Initially, it was build, build, build. Then it was build back better. And then, obviously, within that is level up.

Now, we're going to level up. Okay, I get it. We know what level up means.

It's got sex appeal. When I started looking at the economy, I was saying, remember, over a year ago, I said there's going to be three phases to this recovery. There's going to be three very clear phases.

There's going to be, we're going to be in the ditch. We're going to sort ourselves out. And then we're going to boom.

If I'd have started trying to talk to that, it doesn't make sense. But when we called it the bounce back boom, there's three phases. There's the rescue phase.

There's the recovery phase. There's the rebuild phase. All of a sudden, you start to own this space.

It makes sense. People get it. Start thinking you're focused.

Think of your sex appeal. Even productizing things, using alliteration or anything just to bring it to life. Like we've got the cost of living crisis.

You know, it's just people just call it that now. It's now the name of something. You've got, you know, people are really struggling.

They don't know whether they're going to pay for their food this week or they're going to pay for their gas bill. You've now got the heating versus eating. The heating versus eating crisis.

Do you know what I mean? They own it. It's got a name.

It's got sex appeal. And then this third phase that we're going to go into next year is the dawn. You know, I called it originally the dark, the dusk, the dawn.

The government then obviously read the bounce back boom report, published their own, and they called it the rescue, the recovery, and the rebuild. As soon as we called it the dawn, you get it. You know, the sun's coming up.

We can see where we're going. And you start to get that sex appeal. People get it.

Next is assets. So you've decided your focus, whether inflation, bill to rent, social housing, LHA, supported living, development, whatever. Focus, sex it up, but then you need to own it.

I had somebody come up to me and said, somebody actually said this to me. I can't remember if it was on a webinar or another, like, virtual event. It might have been on the property.

I think it was on the virtual property conference event that I did with Simon. I had, like, 1,000 people on the call doing the presentation, and they said, oh, have you heard of the bounce back boom in the comment? And I was like, yeah, I did hear about that somewhere actually.

You want to own that space. So people start talking about it who've never met you. They don't even know where it came from.

They just know it's a thing, and they want to relate to it. You now need to create assets around this space. So leveling up, the government said, right, it's level up, and then they released a report called the Level Up Report, and it includes the five key shifts of the U.K. economy. It includes going from the local to national to global, magnet for world talent, all of these things that have been coined into an asset, into a document, and now they get talked about. We can relate to them. We use them in our own strategies.

And they own that model, own that space. Bounce back boom, this isn't always a quick thing to come up with. The concept of bounce back boom, I genuinely woke up.

Do you remember that roomy quote that I shared previously about the breeze of dawn, it has secrets to tell you, don't go back to sleep. When you wake up in the middle of the night and you're like, I've got it. This was one of those.

For ages I was thinking, is it going to be boom and bust? Is it going to be X, Y, Z? I went to bed and I woke up at 2 o'clock in the morning for bounce back boom.

That explains perfectly what this is. The economy is bouncing back, level two, phase two, and then it's going to boom, phase three. Get that name.

Googled it. Couldn't believe nobody owned it. Same with property entrepreneur.

It took me five years to come up with a name, property entrepreneur. Own that name, and then own that space. Go out there and create assets.

So the bounce back boom report has been downloaded thousands of times, and in there you've got the five economic shifts. Global Britain, public to private finance, generational wealth, all of these shifts that are very real, but within 30 seconds, I can explain it to someone. They get it.

They understand it. We own that space. We own the model, and we can communicate it effectively.

You want to be the go-to person for this thing. And then this year, one of the things about sex appeal as well is you want to use it for a maximum of 12 to 18 months. After that, it becomes wallpaper.

It's boring. It's stale. Everyone's heard it before.

Our first one was start systemized scale. That was six years ago. The only place you'll see it now is written in tiny letters on the bottom of a page.

Now it's about, and this year we're talking about boom or bust. Don't get confused. We're going into a recession.

I'll take you through the whole journey. I'll show you later exactly what I think is going to happen. The reality is it's going to be a period of boom and bust.

Those who bury their head in the sand, sit on the sideline, they're going to bust. Others, like us, know how to play the game, observe the masses, do the opposite, and we boom. And when you put boom and bust, will this be the making or the breaking of your business in the next 12 months?

Who in the current market is not going to listen to that? If I went out banging the start systemized scale model, it's tired, it's old, it's not going to do the job. So have a think about those three things and think about where are you going to find your sex appeal this year?

What is the focus? What is the sex appeal? How are you going to own that?

How are you going to bring it to life? How are you going to make it roll off the tongue? And then assets, some models, the five top steps, a PDF report, all of these things to go out there, own the space, and educate your market on.

The definition of a successful sex appeal campaign is when somebody you've never met is talking about what you've created and they just know it as this thing's happening, leveling up, bounce back boom, boom or bust, whatever those things might be. Once you've got that, we need to get the basics of sales, and we're going to talk about this through the summer season. We'll give you marketing campaigns, lead generation.

We'll show you how to do the oversubscribed marketing campaign that we use, take you through it step by step. But ahead of that, you need to be more savvy and you need to know the science behind this. Success and failure are very predictable.

Ever heard me say that? Success and failure are very predictable, and I can honestly sit there with incubator applications, the businesses that I invest in or sit on the boards of, the companies that I look at buying or selling, and I can tell explicitly just based on the stats, the strategy, the business model or the data, whether it's going to work or not. These 12 weeks, you can be busy, or you can work smart, or you can work hard.

If you can work smart and hard, you're going to be right up there with the best of them. The way we do this is work out in our campaign the science, but we want to know the science behind your campaign, and the hardest thing is to keep it simple. If you've ever had a pitch from a marketing company or a director, apart from oversubscribed, obviously, they will baffle you with, we're going to do this funnel, it's going to be clicks, and we're going to have this conversion rate, then fall into this funnel here, and it's going to be all this.

Honestly, the hardest thing is to keep it simple, and there's only three things you need for your campaign. Get these three things nailed for next month's workshop, and in next month's workshop, we show you how to take it forward. So sales campaigns, first thing to know is nothing should ever be arbitrary.

Sales, pricing, marketing campaigns, budgets, nothing should ever be arbitrary. All of this is science. Success and failure are very predictable because it's not wishy-washy, finger in the air.

And the way that we do this with campaigns is what's called the campaign GPS. If you want to know where you're going in your campaign, you need to know what the direction of travel is. This is your GPS, and this is the science to sales.

First couple of times around, there'll be a bit of estimate guesswork. Second and third time around, when you're in advance, going through incubator, the board, this is literally like binary. You know it is science.

You know put X in and Y will come out. There's three parts to getting this science right. So the GPS, the G stands for generate, the P stands for pitch, and the S stands for sales.

When you get these numbers, that's all you need. This is the whole way that a funnel and a campaign and a sales strategy is built. So the first is to generate leads, and you need to do two things.

One is where you're going to get your leads from. In fact, I was just chatting to Max, who's one of our new incubators, in the break. We're not talking about how many phone calls have you had and how many places you've been running around Florence to get business.

We were talking about click rates. How's the sponsored ad spin this month? How's the click rate?

What's the click-through rate? What's the cost per acquisition? When you've got that data, you just crank the lever and you make it happen.

Leads is the first thing you need to figure out, and there's two things, two questions to work on between now and next month. The first is where are you going to find them, and the second is how many do you need? Once I've taken you through all three steps, you'll understand this.

Where are you going to find your leads? That's basically your marketing channels, and the second is how many do you need? Once you've got leads coming in, we have thousands of people a year download our reports, our videos, listen to our podcasts.

That's fine, you can be the most attractive, sexiest campaign business service on the planet, but then you've got to get in front of people. You're not going to get in front of everybody, but who are you going to pitch, and how are you going to do it? Step two is all about the pitch.

You're going to bring these leads in, in the hundreds, thousands, tens of thousands, and off that, you've got to figure out how many of those are you going to actually get to pitch to, and how are you going to do it? If we get hundreds of thousands of people listening to the podcast, great. Hopefully they're getting good value, hopefully they're interested in buying, but unless we can actually get in front of them to pitch, how can we ever progress the relationship?

The second is pitching. How many people are you going to be able to pitch to out of those leads, and how are you going to do it? Then the third is your conversion rate.

Of those people you're going to be able to pitch to, how many are you going to convert? This could be investors, it could be consultancy clients, it could be anything, people who want to buy your business. How many then do you need to actually sell?

What we do then is we work it backwards. Again, the hardest thing is to keep it simple. Work it backwards, and we start off with, so this is your GPS.

This is exactly where we're going, and it's very, very straightforward. Generate leads, pitch your products and service, and then convert your sales. That's it, that's how you build a funnel.

What you do is you work it from the ground up. You say, right, well how many sales do I need to make? This all comes down to your business model, your capacity, your positioning in the market, your pricing.

The first thing is how many sales do you need to make? I'll use a proper entrepreneur as an example. You know the model, you've been on it for plenty of years.

Proper entrepreneur program, 80 places. So I know the sales I need to make is 80. So right, well what is our conversion rate when we pitch?

Well, I know based on the three-day blueprint events, our conversion rate is 90%. So 90% will come on the three-day event, sign up to the program. I don't hope for the best, 90%.

Expect the worst, let's work on 70%. You then work it up, and you're at 114. So it's like, right, if I'm going to convert 70%, 80 divided by 70, times 100, means we need 114 people through our three-day events to secure 80 on a 70% conversion.

You got that? Cool? And you say, right, well how many leads do I need then?

You know, do I need 100,000 leads? Do I need 1,000 leads? Well, I know that our pitch is a webinar to sell people onto the three-day, and I know that our conversion rate is 5% on webinars.

So what I know is I need to get, if you divide that by five, times it by 100, I need to get 2,285 people through webinars to convert 5% into the three-day, to convert 70% to 90% into the one-day. You get it? This is all you need.

And what I'd encourage you to do, if you want to have the best championship season, between now and the next workshop, like 1st of July championship season is out the traps, on the board, we're having a two-and-a-half-week basically warm-up lap. AAA game, beast mode, I'll talk about it later. This is one of the key things you want to do.

What is the science to your sales, and what's the GPS for your campaign? Get those numbers nailed, and the rest just builds around that. We're going to head into the next phase of this now.

There's three parts to game time. But before we do, I want to give you a great example of how this plays out in practice from two absolute legends who've smashed this out the park. And last championship season, so I've been working with them on the incubator, last championship season, we had this conversation.

What's the data? How many do we need? And they went out there and absolutely nailed it.

So I'm going to welcome Josh to the stage, and we're going to have some special guests to take you through how this actually works in practice. Can we give Josh a huge round of applause, please, ladies and gentlemen?

[Speaker 5] (25:57 - 27:23)

So sales solves everything. The championship season, for a lot of you, will have some elements of sales in there. And as Dan's sharing, it's not just go out, speak to people, and just try and beg people to work with you.

There is a science to this. And I'm going to welcome two very, very special entrepreneurs to the stage in just a moment. They've absolutely nailed this with the only objective of sharing with you what they've learned, how they've done it, so you can go away and put this into practice for your championship season.

Sound good? Let's give them a huge welcome to the stage, the two high-performance entrepreneurs. They've been with us for years and years and years, and they've absolutely smashed it out of the park.

Let's welcome Ocean and Leon. A round of applause, please, ladies and gentlemen. Far and some team.

You wouldn't know, would you? They don't look anything alike. Totally, totally different.

No, I'm just kidding. Identical. Right.

Who is the dad, though? Who's the older one? Oh, is that Ocean?

Yeah, all right, cool. Just to check. Right, ladies and gentlemen, we're going to dive into a bit of a live interview, and the real objective is to get behind the scenes of Ocean Maintenance.

Before we start, for those that don't know you both, can you give a bit of a brief background as to who you are, intro yourselves, and just a little bit about the business and what it is you're doing, and how long have you been on Property Entrepreneur?

[Leon] (27:24 - 27:42)

Yeah, my name's Leon. I'm the proud father to Ocean and Chidi. I've been on Property Entrepreneur for four years now, and basically we've learned so much and still loving every minute of it.

[Josh Keegan] (27:42 - 27:58)

Yeah, we started when we came. We were doing like refurbs and renovations, and yeah, it was a profit business, and we wanted to move more into sort of a cash flow sort of strategy, which is what we started the incubator with with Dan, yeah.

[Speaker 5] (27:58 - 28:13)

So it's very much in that kind of middle section of the wealth hierarchy, realizing that you needed that fundamental cash flow because it's quite stressful. Cool. Dan also talks about niching and finding this need in a haystack style business, particularly with the incubators.

Obviously, talk to us about the niche that you guys have found.

[Josh Keegan] (28:13 - 28:31)

Yeah, so our niche is we do property main... Hold your mic up a bit, mate. Sorry, yeah.

Our niche is we do property maintenance, but only for property managers, so letting agents and people with a big portfolio that will manage it in a professional way, and yeah, we don't look at anybody else, yeah.

[Leon] (28:32 - 28:40)

Yeah, just to add to that, we like to think of ourselves as the number one maintenance service team for property managers at Nottingham.

[Speaker 5] (28:40 - 28:53)

Yeah. So it's in more niche area specific as well. So how did you get to that?

Because I'm sure most people that are doing like maintenance companies, they're just like, oh, you know, who can I work with? How did you pinpoint that specific niche for property managers?

[Josh Keegan] (28:53 - 29:36)

Yeah, so our original idea for getting into maintenance was to have a subscription-based maintenance, just to have that sort of regular cash flow revenue coming through. And it was, you know, it's a good idea, it might work, but it wasn't sort of that much of a niche or it was kind of foreign to a lot of people that it might be difficult to sell as well. So that's where we sort of got with Dan and had this sort of whirlwind of his ideas and his input that sort of helped to shape the way that we have it now.

So it's more of just a, yeah, like a maintenance company that does all the handyman sort of tailored jobs for letting agents especially.

[Leon] (29:36 - 29:58)

Yeah. So we basically, Dan, the conversation with him made us swivel because we were going to provide like planned maintenance supported by emergency call outs and stuff like that. And after the conversation we had with Dan, it made more sense, like I said, just to flip it around.

And yeah, we haven't looked back since.

[Speaker 5] (29:58 - 30:15)

I think having had an agency and had property managers, when they find a good contractor that they're reliable, they turn up, they invoice, they communicate, like property managers, they just want an easy life. They just want literally the easiest person they can possibly work with. And you guys become that person, like you'll never be out of work, will you?

[Josh Keegan] (30:15 - 30:16)

It doesn't feel like it.

[Speaker 5] (30:16 - 30:33)

Yeah, yeah. And then talk about, so we're talking about niching, like one of the reasons we go for a niche is obviously normally high margins, you know, less competition. Do you mind sharing, in terms of the model, what margin you anticipated you'd go into in year one?

Yeah. And what you actually, kind of roughly what you actually choose and what you're looking like for year two?

[Josh Keegan] (30:34 - 31:00)

Yeah, so on the model, we didn't really want to start it unless we could hit that sort of 35% net profit margin, triple net. And we exceeded that last year quite easily. Yeah, we're touching more towards 40% at the end of the year.

So, yeah, yeah. And what's year two going to look like? We're hoping the same kind of margin, but on a bigger scale, yeah.

[Leon] (31:01 - 31:26)

Just to add to that, the thing with that 35%, like I said, we did exceed it for the first few months when we first started. But we have sort of dipped below that. But it's been a conscious thing.

We've known it's going to happen when we've taken on extra costs, new vans, employed new people, stuff like that. We've seen that there's going to be a dip.

[Speaker 5] (31:27 - 31:33)

I guess you got a bit more time back for yourselves and more time to add value to the business. I imagine you were running around quite a lot.

[Leon] (31:33 - 31:42)

Yeah, that's right. So, but consistently, we've either, you know, touched that or gone above it. Yeah, perfect.

[Speaker 5] (31:43 - 31:54)

And then Dan has shared whether, I don't know if he's had your knowledge, but he shared the fact that you may have had around your first £10,000 profit month. We won't go into finance any further.

[Josh Keegan] (31:54 - 31:54)

Sure, sure.

[Speaker 5] (31:54 - 31:58)

But has that been achieved? Yeah, we got that on the first year.

[Josh Keegan] (31:58 - 32:11)

Hold your microphone. The first year in July, that's when we sort of broke that barrier where I think it was about £10,800 in net profit. So, yeah.

Give him a round of applause, guys. Yeah.

[Speaker 5] (32:15 - 32:16)

Well done.

[Leon] (32:16 - 32:17)

Thank you.

[Speaker 5] (32:18 - 32:37)

Congratulations, that's massive. To achieve that in your first year, it's destined to all the hard work you guys are doing. The market at the moment is meant to be tough.

We're all seeing labour going up. We're seeing it's harder and harder to recruit people. But you're achieving these margins with all of that going on.

What's your experience been like in practice?

[Leon] (32:38 - 34:07)

Yeah, just in turbulent times, you know, the best thing is to sort of hang on to anything that's remotely considered to be a certainty. And for me personally, I think property entrepreneur is definitely a certainty. We've been around the track quite a few times now.

I've been on it for a few years. And it's consistently helped us to achieve our strategies, our targets, our KPIs. You know, so the business model is a thing that we hang a lot of things that we do on.

You know, the model tells us when we can grow, when we can afford to grow, when we sort of need to strip back a little bit. And from there, basically, you know, every year we have a different plan, different approach to what we're going to achieve that year. And, you know, from the strategy, we can break that down to the objectives that we need to reach, to the targets that we need to reach.

So every member of staff, for example, this year, has got like a professional development plan, which has got their individual targets based on the company's targets. And we work by rewards. So people are well paid or, you know, and there's a reward for hitting KPIs as well.

So basically, everyone's a winner.

[Speaker 5] (34:07 - 34:21)

So it's basically, you've got SES in there, you've got your management model in there, you've got your culture club in there, and you've just brought all of those things together. No surprise, people are coming, they want to work with you. People are excited to work with you.

You're paying them well, you're looking after them, and they're performing.

[Speaker 8] (34:22 - 34:22)

For sure.

[Speaker 5] (34:22 - 34:41)

Perfect. So you guys have nailed, well, it sounds like you guys have absolutely nailed the whole concept Dan was talking about, which is for those that are going to go into this championship season, look to increase the size of their business, and nail like GPS. So talk to us about how you've actually done that in practice and what your model looks like.

[Josh Keegan] (34:41 - 34:44)

Yeah, so in terms of running the campaign last year.

[Speaker 5] (34:44 - 34:48)

Yeah, campaign, and how you did the numbers, did the science, and how you achieved the results.

[Josh Keegan] (34:49 - 36:35)

Yeah, so we were very conscious of the fact that we were more likely to choke to death rather than starve, because there's that much work in the sort of niche that we're in. So we were quite clinical in the first sort of start, when we started just proving the concept, and taking into account, trying to work out the metrics of how many units that our landlords and letting agents have, and how much work that organically presses down into day-to-day jobs. So in terms of how we work with our maintenance contractors, we set them up on a job sheet, which has five or six jobs of the day, different postcodes, organically come down.

And we worked out that 2,500 units would give us roughly about 25 jobs a week. Five jobs a day for an engineer, that's what makes us hit our margins there. So once we worked that out, we sort of had to find out how many units all of the agents that we were potentially wanting to work with in Nottingham had.

Now, it was quite difficult, because they don't want to tell you that kind of stuff, and you can call up and, yeah. We came up with an idea, it actually came from my brother, Chitty, to call them up, and his name became Charles over the phone, and he had a lot of property in Nottingham, and he wanted to invest in the area. Yeah.

And he, Charles just wanted to ask a couple of questions, if possible. And the two questions were, how do you manage your maintenance? And also, how many units do you manage?

And Charles suddenly turned that solid immovable object into a stream of information that you could ask whatever you want, really, in that couple of questions. And that was really helpful. And once we had that information of the- Were you Charles?

No, well, we all were Charles.

[Speaker 5] (36:35 - 36:35)

Oh, right, okay.

[Josh Keegan] (36:36 - 37:25)

That's the OG Charles right there. Nice, welcome Charles. So yeah, once we had that information, we built this big database of all of the agents that we work with, how many units they manage, if they have a- We asked that question, if they have a maintenance company, sorry, team or not, is if they have an in-house team or not.

So we know which ones would require a decent team. So we just worked through the database that we created then, and literally cherry-picked by the unit size, by the agent that we got the good vibes from, and it was just a case where we could just call them up, and basically want us to contact them because they want the work. And we just set up a meeting, and it was a really straightforward, streamlined process.

Me and Leon just went down and just pretty much started working from them from the minute we met them.

[Speaker 5] (37:25 - 37:45)

So basically, you were like, right, we need five jobs a day for an engineer. We've got one engineer at the moment, so we need five jobs a day. We know we need 2,500 units to achieve that.

How are we going to get 2,500 units? Let's find agencies which have got more than 2,500, go and pitch against those agencies. Did you know what your conversion rate from a pitch to them signing up was?

[Josh Keegan] (37:46 - 38:01)

Yeah, so we've still got loads of people we haven't contacted in that database. Really, so it's been quite a high conversion. So we had a hit list, we had a warm list, we had a cold list, and we just put 12 people in the hit list, and we went to all 12 and converted 10, was it?

Yeah.

[Leon] (38:01 - 38:40)

Yeah, I mean, we needed 2,500. We ended up with about 6,500. So conversion rate pretty good.

It was very good, yeah. But the main thing about that, or one of the really good things about that is the fun that we had with it. It was mainly down to Chidi, really, and even down to how the team got engaged.

He created this kind of a totalizer thing, it was like a thermometer. So every time we had a hit, you'd see the figures going up, and it was something to celebrate in our sort of dream team WhatsApp group.

[Speaker 5] (38:40 - 38:41)

Yeah, yeah.

[Leon] (38:41 - 38:43)

And it was just, we had fun with it.

[Speaker 5] (38:44 - 39:07)

It was an incredible journey. So basically, the guys have taken the model, they've worked out what they needed, they've worked it back, they've gone out, they've got the stock relatively easily. That's because you're niche, aren't you?

You're a niche business. What property manager is not going to say, oh yeah, we can manage your maintenance for you effectively, easily, we'll take all the headache from you. Everyone's just going to say yes.

So congratulations, brilliant. Obviously we're moving to championship season. What are the plans for the business, for Ocean Maintenance?

It's bigger and better, for sure.

[Josh Keegan] (39:07 - 39:28)

Bigger and better. Yeah, just see how far we can make the ball go. Have you got a number of units and jobs in mind?

We want to get to five or six runs, engineers on the road every day. Wow, okay. Which would be, we're currently at two or three.

We're doing pretty well from it. But yeah, like I say, we just want to smash it out of the park. Perfect.

[Speaker 5] (39:29 - 39:30)

How do you feel about it?

[Leon] (39:31 - 39:41)

Yeah, we're excited, we're confident, but we're sort of prepared for the worst and we're hoping for the best.

[Josh Keegan] (39:41 - 39:57)

We spent a lot of time sort of preparing all of the little holes and shit that could go wrong. Excuse my French. We've spent a lot of time just working on what could possibly go wrong and how we can fill that gap.

[Speaker 5] (39:57 - 40:06)

So we talk about working by reward. Have you guys got a reward? Have you had rewards previously for the hard work you did last year?

And have you got rewards in place for the end of summer?

[Josh Keegan] (40:07 - 40:28)

Yeah, so our reward last year was we took out the full allowance each for the director's loan ISA. So I think we took about 20 grand each and just put that into a DLA, which we haven't had before. So it's a big change for us to do something like that.

It's the start of that fortress.

[Leon] (40:28 - 40:35)

Yeah, it's the first stage of it. So this year hopefully the plan is to buy a single let every quarter from the profits from that business.

[Speaker 5] (40:36 - 41:07)

Perfect. So it's just to start investing in that. Yeah, just building the financial fortress.

No family holos? No taking Charles away on a little break from all this hard work? Maybe.

Maybe. Cool, so we'll wrap up. Final few questions.

There's something I wanted to ask you guys. I've never actually done it before. You can be honest.

Oh, he is in the room. So you can be honest to an extent. What's it been like working with Dan on Incubator?

Sorry? Probably stop now. Get the mics off him.

[Leon] (41:08 - 41:35)

Yeah, well Dan's a lovely, cuddly guy, as we know. But he's got amazingly high standards, which sits really well with me. The accountability is top of the list really, because we can't have all these big plans and all these big goals and everything like that and just between ourselves.

It's just nice to have somebody like him to make you actually deliver.

[Josh Keegan] (41:37 - 41:58)

Yeah, he pulls us all together and makes sure that we're moving forward in the right direction at all times. Because family business, shit goes wrong and we fall out and stuff like that. But Dan is like...

They should tell him this the first time they spoke. Yeah, yeah. It's like the gravity in the situation is really, really strong and rewarding.

[Leon] (41:58 - 42:16)

It's definitely rewarding, because it's just great to take an idea and turn it into reality. And it's not the easiest thing. So we've made some money as well, but it's just basically that sort of teamwork where you've come from a piece of paper to a live situation.

[Speaker 5] (42:17 - 42:20)

Where do you think you'd be now if you didn't join the incubator? If you went ahead with your model solo?

[Josh Keegan] (42:22 - 42:27)

I don't know. We'd probably be struggling a lot more. Cool.

For sure. For sure. Yeah, yeah.

[Leon] (42:27 - 42:59)

Just fine if you don't mind. It's rewarding. It's a mutual thing as well with working with Dan, because on a micro level, obviously we understand the day-to-day mechanics of the business a lot better than he does.

But on a macro level, there's no one better, because in terms of the things that he talks about, sex appeal and marketing, all that kind of stuff, that's, like you've just asked there, that's accelerated where we would be by a tenfold, really.

[Speaker 5] (43:00 - 43:25)

I think, yeah, similar experience. My end is like, when I was in their business, it's very easy to get caught up, and that's why you need this room, you need Dan, you need Adam, you need myself, who aren't in the weeds of your business. Just give you that overriding insight and just make sure you know it's okay, you're doing the right thing, you're going in the right direction.

It's just so easy to get caught up and get in your own way, isn't it? So easy, and that's what an excellent influence can do. Yeah.

Amazing. What's the best bit of advice Dan's ever given you?

[Josh Keegan] (43:26 - 44:29)

Well, man. There's been lots of that. There's been a hell of a lot, yeah.

Dan's somebody that I idolise a lot, he's my hero. And I've known him since I was a teenager. I don't know if he's grooming me or not, I'm not finding out yet.

But I'm not called the police yet, but we'll get there. But yeah, he's such a great guy. And the best piece of advice I think that really hit home with me was last year, I was probably in a stage of burnout and I didn't realise.

And we were just at the end of one of our board meetings and I just said in passing, how do you stay so cool, calm and collected when shit's coming at you from all angles? And we spent an extra 30 minutes just talking about his own experiences, how it might relate to me. And one of the things that really hit home was that when you're in that state of panic and you can't do everything at the same time, so replace that panic with planning.

And he walked me through the hotspotting method and the following workshop he actually said it to everybody as well. But in that moment, it couldn't have come at a better time.

[Speaker 5] (44:29 - 44:30)

Just what you needed.

[Josh Keegan] (44:30 - 44:44)

Yeah, yeah, yeah. My dad's the same, he's really cool, calm and collected and so am I. Now I'm cool as a cucumber now I've got that advice.

So I'm really, really grateful for that. And that's only the tip of the iceberg of the stuff that he's shared with us.

[Leon] (44:46 - 45:50)

Yeah, you could write a book really in terms of the advice he's given. You all know them. And the thing is, it's not just individual advice to me or to Ocean.

Particularly, it's advice that anybody could pick up and make use of. But the one that resonates most with me is failure is not an option. Because that's ingrained in me anyway.

And when Dan said that, it kind of reinforced it tenfold for me. Basically, you can't fail at doing anything if you're prepared to sort of take a step back, revive, review what you're doing, go again. If you're prepared to question yourself, am I actually putting in 110% to make this thing happen?

Am I actually doing the things that I'm doing towards this thing to the maximum of my ability? If you can ask yourself those questions, you get the energy, and you get the drive, and you keep going, you won't fail. That's the best thing he's ever said to me.

[Speaker 5] (45:51 - 46:02)

So final question. So for anybody that's sitting here in the audience today and has maybe got a business which they need a bit of support with, or is thinking about launching a new business, they've got maybe a business model or an idea that they think could fly, would you recommend the Incubator?

[Josh Keegan] (46:02 - 46:31)

100%. Yeah, yeah, yeah. For sure.

Yeah, like, especially if you're at a bottleneck of your own thinking or you want to think outside the box or you've got an idea that you want to possess or pursue, sorry, I'd feel like it'd be, it's a no-brainer, really, because your growth is a result of, however you get there, if you need help from Dan, I'd recommend working with him to anybody, for sure. Perfect.

[Leon] (46:31 - 47:06)

Yeah, if you're the sort of person who sort of likes to observe the masses and do the opposite. So that's been said already today, but it is true. If you're that kind of person and you've got an idea, a product, a service, or a client group that is potentially niche, as long as the actual thing can make money on paper, you know, you've got some left over once you've paid for what it's cost you to deliver the service, then I'm sure Dan or anybody else would be interested in talking to you and helping you.

[Speaker 5] (47:06 - 47:54)

Perfect. Has that been good, guys? Yeah.

Very, very valuable. It's been amazing to have you both on stage. Thank you so much.

The guys will be around for the rest of the day, so if you've got any questions at all, you guys don't mind, do you? Yeah, sure. There's going to be a queue up at lunch for you both.

Thank you so much. Give a huge round of applause. Thank you, Lunar Motion.

Prime example of getting a business model, getting it right, getting your sales strategy worked out, ramping up, and ramping and ramping up, being overly demanded, having a niche, riding a wave, and like you see, a £10,000 month in your profit, that is, not just sales, £10,000 profit month in your first sales is absolutely world class, so thank you very much once again, guys. Right, let's welcome him to the stage, Mr. Adam Goff.

[Speaker 7] (47:54 - 47:55)

Turn down for what?

[Adam Goff] (48:07 - 1:00:39)

Okay, right, game time. This is it, that's what I said about, this is game time, gamification, making this thing happen. I alluded to this earlier, the mistake that most people make is they get really excited, but they don't bring their team with them.

Okay, we've got the idea, and we're inspired, and we've got the motivation from our inspiration, but have you given your team the same? All right, you might get it, but your team doesn't get it. You've had a huge autumn, you've worked on strategy, and then it doesn't go anywhere.

This is what happens, this is why management and change management are so difficult in businesses, because it's the culture and the team you've got to bring with you, all right? If we apply the principles of gamification, then we can bring all our team with us. We can make sure they're fully locked in, they're fully loaded, they're fully bought in, they're firing on all cylinders, and they're motivated to help us achieve our collective dream.

You want your team living and breathing this. This is like part of their way of life. We've got to make it a game, we've got to make rewards at the end of it, this has got to be fun, it's not just a job.

When I ran Capital Living, because I love rewards, and I love gamification, I would use this all the time. One of the best things I ever did was it was quite out there, and it was quite outrageous, and I was thinking, this is going to cost me a lot of money, but I said, look, if we achieve everything we need to achieve, then I'll pay for us all to go to Barcelona for four nights. People were like, oh my God, that was such a crazy thing, such a big penny to drop.

It got everyone's attention. So that allowed me to bring in a lot of change management, like for the first time, scorecards. Scorecards weren't, oh, what are you doing?

Why are you trying to measure us every week? It was like, no, cool, we're going to Barcelona, yeah, let's track this, this is going to help us get there. Whether it was doing check-ins every single day, or weekly SCSs, or just anything to do with dashboards, this was my opportunity to really bring those things in.

And it was all under the premise of, good to great, let's go to Barcelona. And we had an amazing time. Everyone had a role to play.

No one got a free lunch. And it was literally, if you don't do this, you're not coming. And it was like, this is how it's going to be.

And it was one guy in particular was struggling and everyone actually helped him achieve this target. It was like a little bit of anxiety, like, how am I going to get to go? How am I going to get to go?

But that's the game. That is the game. If it was easy, if dating was easy, there'd be no excitement.

But it gets you excited. And it's like, it's that little bit of nervousness that it might not work out. This is what life is.

This is gamification. If everything's a slam dunk, then there's no fun. So we need to create games.

And the way we do this is by raising the stakes. Go all in. There's only one way to play this game, and I'm going to show you how it's done now.

Now I'm not going to sing the Eminem theme tune because Josh has already done it earlier. I thought he did a pretty good job. But the point is, you only get one shot at this.

Just like get up and give back. We had one shot. We had 12 weeks.

We're giving them the check today. There was no ifs, buts, or maybes. That was it.

Well, this is it. Again, you've got one shot in your summer campaign, in your championship season to make it happen. Because very soon, we're going to be back in this room in October for the first advanced workshop of PE 2023.

It's only four months away. Can you believe it? Now going into this, you need to be really honest.

You need to be honest with yourselves because the main thing that's going to cause you from getting the success that you want, that you need, that you deserve, is yourself. You are going to be the first person to let yourself down. The mind is designed to move away from pain and towards pleasure.

That's why going back under the duvet is way better than getting to the gym, or having the ice cream is way better than potentially going for a walk or doing some meditation in the evening, or the Netflix. Businesses are hard. It takes hard work.

These chaps didn't do what they're doing by just sitting there watching Netflix. None of us have achieved success like that. We've all put the hard work in.

Getting up at 5 a.m. is difficult. Walking 10,000 steps today when your average was 2,000 before is difficult. Scaling a business is difficult.

Learning this stuff and putting it into practice in the real world on your own is difficult. It's hard. I'm not going to lie to you or dress it up.

You are going to be your own worst enemy. You need to get out of your own way and not kid yourself that everything's going great. We need to push ourselves and the way we do it is with this.

I said it earlier. Action list this stuff. This is really important because it's going to help you shift change.

What you've done has got you where you are, but there's another level. Wherever you are now, there is another level and you're going to find it and you're going to find it with raising the stakes. The first thing that you need to do when you're thinking about this is size up the opportunity.

Size up where it is that you want to go. What is the objective? What do you want?

What's your desire for this? This big thing, this first step in their financial fortress by filling up their first ISA. What a way to do it.

Most people might go with five grand, but to fill up your first ISA, building block. That's what I want. I want some wealth and I want to direct this loan ISA so I pay less corporation tax and I'm going to start compounding.

That is a pretty big thing to want to go do. Are you prepared to sacrifice what it takes? Does that mean you're going to give up the Sunday nights?

Does that mean you are going to get up earlier? Does it mean you're going to give up the cozy, whatever it is that's been keeping you back? Are you prepared to give that up?

Have you got what it takes to sacrifice it? Do you have directions for how to do this? Have you got a blueprint for what you're going to do?

Do you actually have a methodology? Have you gone out and researched it? Do you have a mentor like down over your shoulder helping you or are you expecting to go this alone?

What are your expectations going into championship season to get this thing that you want? Do you actually understand what's coming? Are you prepared mentally for this?

Do you really know what to expect? Do you think everything's just going to go to plan or are you prepared for the bumps in the road? You need to fire up the fire wheel, get the mindset going, get ready.

A great way to think about this is the iceberg analogy. Everyone sees the tip of the iceberg and they think that's what I'm going for. That's the success.

That's the ISA. But they don't see the 90% below the surface. All those things I just mentioned that it actually takes to get that.

I wanted to get in the best shape of my life. I can't resist to put another photo up. I'm sorry.

I wanted to get in the best shape of my life. That's what I wanted to do. I said, that's what I want to look like.

Akash, help me get there. But we went through all these things I've just said. The desire, the sacrifice, what I had to give up.

Did I have someone to show me? That's what it took to get there. Same thing when we run our summer campaigns for the Blueprint.

We had every single day of the 12 weeks bookmarked. This is when this article's going out. This is when this post is going out.

This is when we're doing a webinar. These are when the events are. These are the flash sales.

Nothing was left to chance. So day by day, week by week, you can get yourself there. And that's why you've got to timetable this stuff out as well.

You've got to set a plan, like a revision timetable. It's got to have a start date, your championship season. It's got to have an end date.

Book these things in, trick yourself. This is when it's happening. Otherwise, where's the urgency?

Where's the fire under your feet? If your championship season ends on the 20th of September, then go to Ibiza on the 21st. Book the plane.

My friend wanted to sell his company and he was like, I'm going to sell it. I'm going to sell it within 18 months because we're going sailing around the world. And he bought his boat and did all the prep and he got on the boat sailing around the world with his family and he hadn't even sold his business yet and he sold it like three weeks later on the ocean.

He was like, I am doing it. I don't care. This is what's going to happen.

He said he literally sold it on the sat phone. So book it in, make things happen, break down the stages you're going to go through, the journey it's going to be, and make sure you understand what's coming. This is my end date.

This is what I want. And I'm going to schedule it back. These are my milestones.

So it doesn't feel like such a big challenge. You've got to have like a success every day, a success every week, a success every month. For people who are already on Advance, you know we take our big objectives over the year and we break them down into tiny, smaller, manageable, bite-sized chunks.

That's the key to success. There's no magic moment where you suddenly become a millionaire. You become a millionaire over days, weeks, months, years of building your wealth.

And then when it happens, it's an anticlimax because it's not a big crescendo event. It's just the way you do things. It's just how it is.

It's consistency. It's on the theme of weight cuts again because it's such a good example. Dan at the end of winter with the board started a 12-week cut.

It was like I'm going to get in better shape with the incubators. They set up a WhatsApp group. They didn't just say, right in 12 weeks, I want to weigh seven kilos less.

They're like, right, okay. We know that there's a methodology here. There's three phases.

Clean the palate was first. Then it was like, then I'm going to start thinking more about the weight cut. And then it was the home straight.

And every single day, small successes, yeah? Right down, okay? That's all it is.

That's why we give you these accountability boards. That's all it is. Half a kilo a week, every single day, accountability.

I can get there. And then lo and behold, at the end you see the result and you think, that's amazing. But it was showing up every single day.

It was raising the stakes, making a board group, the accountability, putting it on its thing, ticking it every day. These things are how we play the game. All right?

We've got to up the ante. We've got to pile pressure on ourselves to actually make this happen so that there's no turning back. A bit like I said with my friend.

All right? We need to almost create like a, can you create, can you think to yourself, what self-imposed penalty can I create against myself if I don't do what I said I wanted to do? Because right now, you're inspired and you've got, you know, Josh, Dan, and I inspiring you and hopefully giving you that motivation that you need.

But you go out of the room, it could fizzle out, what's going to actually make you do it? All right? Can you tell a parent, a friend, your children, you probably don't want to let your children down.

You can let them know, this is what mummy's going to do. All right? Let's make it real.

Let's tell a peer group. Let's get it in the Facebook group. Let's get it in our WhatsApp group.

Let's put ourselves out there. That thing that holds you back from posting is the exact reason you should do it. I'm not going to do that.

Why not? Okay? I've always done this.

All right? When I used to do CrossFit, I was like, I'm going to be in the competition team. I used to tell everyone, I'm going to be in the competition team.

And they're like, no you're not. I was like, I am. You know, but you can't do this, you can't do that.

I don't care. Give me the things, I'm going to do it. And I tell everyone, and I did it.

You know, I'm going to sell my company. I was telling the board, way before I sold my company, I'm going to sell. And it happens.

You know, so that's a really good way. I'm going to move to Cape Town. I'm going to do my bucket list.

I put it out there, and it's like, I have to do it. I've said it, I'm going to do it. All right?

So I start saying things way before I've ever done them. This is how I've always been. All right?

Even back at school, I'm going to get three A's at A level. And then the headmaster to me, Adam, I can't believe it. What the hell?

Yeah, well, I always knew. All right? So, yeah, that's the process.

Force yourself to do it. It reminds me of a funny story that Dan told me once. And he said, so we're talking about self-imposed penalties.

He said, once, I'm not even joking. This stuff works. He said, once, I was trying to get my 5K time up.

And in order to try and beat my time, what I decided to do was put my dinner in the oven and set it for the time that I had to do it by. And then I went for a run. I said, you're joking.

He said, no, I went for a run. He said, what happened? I said, I burnt my dinner.

[Speaker 8] (1:00:40 - 1:00:40)

All right?

[Adam Goff] (1:00:45 - 1:10:37)

It's funny because it's true, but, you know, I wouldn't recommend you ever put your dinner in the oven and leave the house, by the way. I mean, that's a big fire hazard. But this is what we need to do, all right?

This is it, Burn the boats. There's no going back. All right?

When Akash took me through my first photo shoot, that moment I paid the 400 pounds for the photographer, which is a lot of money for a photographer. Yeah? I knew then that was it.

There was no turning back. I'd booked it. I'd paid.

Uh-oh, this is happening. And my level of motivation went up. Book the room.

You know, we've already booked the room for next year. Do something for yourself. Book the flight.

Make it happen. So you can't go back. All right?

There's no turning back. Now, I've been talking to Dan about him writing a book for longer than I've known him, it feels like. Okay?

It's like the little joke. In fact, I sort of got to the stage where I stopped asking him about it because it was a bit awkward. All right?

But, like I said, on advance, we play the game of four quarters and writing a book made it onto his objectives this year. And once it makes it onto your objectives and then you put it into your game of four quarters and then you break it down, it's going to happen. And I can proudly announce that Dan has got a publisher on board, he's paid their fee, self-imposed penalty, which ain't cheap, and he's got a deadline.

He's got to have his draft in very soon because by the 13th of September, this book is going to be published and he has said that I can say to you as accountability, yeah? Thanks, Mark. He's right.

Oh, you've got me. In our super vet in October, we are going to have a book launch. Is that correct, Dan?

Yeah, yeah. This is it. That's it?

I can't say anything. I wish I didn't tell you. Yeah?

I can't believe it's actually going to happen. How many years? Many, many years.

It's going to happen. It's happening now. That's it.

It's going to happen. All right. So, yes, I'm looking forward to that.

We're behind you all the way, Dan. We know you'll do it. So Conor McGregor is great at this.

I'm going to talk about him in a second. But while we're going on this journey, we've done all those important points. We need to keep this visible.

This can't be something we're going to forget about. All right? And this is where we use whiteboards, mirrors, thermometers, post-it notes, whatever it takes, screensavers on our phone, whatever it takes to make sure that accountability happens.

All right? We need to see it all the time, like the weight cut with the 28-day challenge whiteboard, all right? You need to get yourself in a rhythm like, this is what I'm doing.

I'm going to do them every morning. This is what I'm going to do. And it's like, it gets exciting and you get dopamine when you do it.

That's what you want. You want like, I literally look forward to the gym now and I'm like, I'm upset on a rest day. Because I'm tuned into it.

I love it. It's a game. I'm winning and I'm happy.

Yeah? But it wasn't always like that at the start, okay? But that's what we can train ourselves to do.

So we want to visualize things. We want to see the objective. We want to keep going.

And every single day we get a little bit of dopamine and we're going to get that big change that we want. Conor McGregor talks about this really well. You know, he talks about if you can see it in here and you can speak it from here, then it's going to happen.

Alright? It'll happen. He's the law, he was the king of the law of attraction manifestation.

Rewatch that Conor McGregor video. Stick it on your action list. Conor McGregor, law of attraction.

Just rewatch it. The magic that that guy created. And he dreamt it all and he talks about it and there's interviews with him saying, I'm going to be the greatest.

And he's a nothing. He's a three fight loser. And then the commentator says, you know what Conor, you've been saying it the whole time.

You said you're going to be the greatest, now you're the greatest. How does it feel? He says it feels amazing.

Alright? This is the game. This is the gamification.

Some examples of target trackers. Yeah, so you've got the multi-let room target tracker. The goal, a thousand rooms on the wall, not going anywhere.

Got to happen. Did they get there? Yes, they did.

Portfolio builder, we want ten sites under management. Did they get there? Of course they did.

Multi-let again, world class tracker. We want to nail our Google reviews. Have we got everything sorted?

These were on the office, on the wall in the office. They're very, very visible. Alright?

When I was doing one of my weight cuts, the mirror of accountability. The mirror of accountability. That thing in the morning, it's every time, I mean, if you're like me, you look in the mirror a lot.

Yeah? And this thing just was in my way. You know, the cleaner kept rubbing off and I was like, no!

You know, no! So, this is it. Every single day I put my weight on that mirror.

And I'd get there. I got to my target. You know, look, I mean, it starts at 80 and in three weeks I'm at 77 and it just made sure I went wherever I was going in good shape.

Alright? That's it. That's the visible.

That's the visible. So, we really need to also put some emphasis into this. And by that I mean, we've got to bring this to life.

Alright? We've got to bring this to life. The accountability charts are a good way to do it.

Talking about it is a great way to do it. Talking about who you want to be and the brand you want to become is also a great way to do it. So, if you're growing your company and you've got this aspiration to be a certain way, then talk about the company that you're going to be.

If you're going to be London's number one, then start calling yourself London's number one. Buy clothes that are too big for you so you can grow into them. Yeah?

Start actually making it visible. Start talking about it and making it happen and it will. It will start to happen.

Alright? Another one, which I know Josh has done, Dan does, seems to be, does it every week, is buy a deal when you haven't got the money. You know, put, I'm sure, who has done that?

Who's said yes to a deal? Exactly. And who has made it work?

Everyone. Yeah? You make it work.

99% of the times you make it work. Alright? Success and failure are very predictable.

Give yourself some deadlines. Up the ante. Make it real.

Like, don't give yourself a way out of this. This is all about pushing yourself outside your comfort zone. That's what this is.

It's supposed to be a bit uncomfortable. It's not supposed to be nice. Growth never happened within your comfort zone.

This is you and then this is your comfort zone and this is where the magic happens outside of that. Okay, that's why you're all here because you want to develop, you want to grow and this is how you do it. Alright?

I'm just thinking now about Arthur because I've just seen his face in the crowd. I always love having Arthur here. And he absolutely raised the stakes in the Facebook group.

Was it last year? Was it the year before? God, times.

Where is he? Where's my man? Yeah, was it last year?

You know, I'm going to achieve this goal. I'm going to move out. I'm going to have to say goodbye to my cats.

This is what I'm doing and he made it so real. It was like textbook raising the stakes, wasn't it? And it was horrible.

It was me. You didn't want to leave those cats, did you? You had your nice house.

You had your good set up. You were like, no, I don't care. I'm going to make it happen.

Yeah? And it was absolutely like that's what it takes. Do something drastic.

Do something drastic. So yeah, your line, your job is to get yourself into the uncomfortable. And lastly is an element of study around this.

Alright? You need to master the art. You need to be watching YouTube videos on what you're trying to achieve.

Following people that you admire that have done it. This is where we get the hero analogy from. You want to take your heroes with you.

You want to immerse yourself in it. Get motivation at breakfast. Start watching motivational videos.

Start listening to people that have done what you want to do. Whoever it is that you're trying to emulate. Get quotes on your wall.

I had quotes all over my notice boards. Everywhere, on my phone. Just get yourself motivated.

Give yourself that constant inspiration and make sure that you're following a blueprint. I've said it before today, but there's someone out there who's done what you need to do. If it's growing a business, it's us.

Follow what we're doing. If you're not sure, ask. If you don't know, get in the Facebook group.

Get in the WhatsApp group. We've already been there, done it, got the t-shirt, made all the mistakes. So you can ask us.

Take your heroes with you. It's really important to visualize someone that you want to be like. Someone that's done what you want to do and think what would they do.

Josh talked about it earlier. What would Dan do? Okay?

It's not just what would Dan do. You'd be pleased to know. It's what would Adam do.

Yeah? When Dan was doing his cut, it wasn't, oh, Adam's amazing or anything like that. It was just like, I've just done one.

And when he didn't want to work out and he was feeling a bit lethargic and he was thinking, you know what, I could just not do this today. He used my inspiration for his perspiration. He was like, no, well, Adam would have shown up.

Adam loved this stuff. Adam loved the gym. He was really into it.

I saw him in beast mode. I saw the results. That's what I want.

Dan's results were incredible. You know, unbelievable. All right?

So it's very easy to just let it slide. But if you take that hero with you and you've got them in your pocket all the time, then they'll get you there. So raising the stakes.

One top tip. Top tip to override them all. Execution is everything.

Everyone talks a good game. Everyone can give it all the chats and like, you know, maybe a little bit of the highlight reel on Facebook. But very few people will do what I've just said.

They'll size up the opportunity. Think if they've got the desire for it. Break it down.

Timetable it out. Book it in. Put in self-imposed penalties.

Tell everyone about it. Raise the stakes and then make it happen. All right?

There's a methodology to this. Follow it. And you can't miss.

Okay. We're going to raise the stakes? Are we going to raise the stakes?

Okay, fantastic. So without further ado, let's welcome Dan up for the next segment. Let's give Dan a massive round of applause.

Mr. Daniel, welcome to the stage.

[Speaker 6] (1:10:38 - 1:10:50)

No shit has got to change. One day it'll never be the same. Just look into my heart.

You can see the grind. Look into my eyes. You can see the pain.

Pain hurts. You put your waggage.

[Daniel Hill] (1:10:50 - 1:23:24)

I'm going to get this book written then, doesn't that? That's literally raising the stakes. That's like now I'm standing at the back of the room.

Already I was like, I've booked it. I've paid for it. That's raising the stakes.

And I was thinking that was enough telling people. Now I'm standing in the back of the room and I've got every single one of the proper entrepreneurs looking at me going, yeah, you're going to do it. You're going to get it done.

And I'm like, it's a shame my first deadline was yesterday. I'm still about 10,000 words behind, but it's going to be a big weekend. We'll also with that, in that capacity, all this stuff is very, very real.

Just correct Adam on one thing is that story about the food, putting the food in the oven, that's not actually true. That was Ocean. They did that.

Ocean put his salmon in the oven and said, well, I've got to beat this time. I'm going to run around the block and I've got to be back before my food's ready. So that was to give Ocean credit.

That was Ocean. I probably shouldn't say this because my parents are in the back of the room, but mine was when I was doing my 5k time. We had a little challenge, you know, make it a game, go out and do it, raise the stakes.

And me, Josh, Kevin Edge, and somebody else were trying to get our 5k, whatever time it was. And I was like, I've done this. I was living on the boat.

It was that boiling hot summer in the middle of lockdown. And I was thinking, I've got to get this. I'm sick of going out every weekend and not getting it.

So I thought, I know where there's quite a busy dual carriageway down the road. I'm going to do my run. So the last K is on the dual carriageway.

And I thought, right, there's one way to raise the stakes, run out in front of a car. Sunday morning, quite quiet, but there's a car coming. I'm thinking, right, now's the time.

That's raising the stakes. That's upping the ante. I got on the road.

I absolutely ran it. I still didn't hit my target. But that's an example of upping the ante.

Anything you can do to raise the stakes, up the ante, make this a game, your brain is built to stop you from doing anything painful. But that's it. It's the way it's built.

We've got to use these games, raise the stakes, up the ante, to push ourselves into a place that's not comfortable. Progress starts at the edge of our comfort zone. We've got to break through that.

And the reality is, it is all a game. Most people will never do it. In order for you to achieve this championship season, we absolutely want you to do this.

So, beast mode. This is the last part of game time. Game on.

What are we going to do? Gamification. Let's make it a game.

Now it's game time. Let's go out and actually make this happen. This is beast mode.

Now, I'm supposed to be semi-retired this year. Bit of a disaster so far. And we were sitting in the boardroom yesterday, and I was saying to everyone, I was like, look, it's championship season.

I've been doing this for 20 years. And I was saying to the board members, all of you guys want to be doing beast mode, really. You've got places you want to go, big targets, smash out of the park.

On the board, in the first couple of years as a property entrepreneur, we're trying to whir you up, get you going, push you out of your comfort zone, get you up early, be productive. By the time you get to board level, I'm literally trying to peel them off the ceilings, trying to make them not burn themselves out. So yesterday I said, look, you've got two options this year.

We're going to do a three-month challenge. And you can either do beast mode or you can do best self. And best self is like not burning yourself out, blowing into pieces.

Beast mode is you're locking in, it's 12 weeks, everything you've got, leave nothing on the table and get on that plane, go on that weekend away, have that reward at the end, knowing that you've given this everything you can. And when you know that, you'll know that failure is not an option. And I was thinking, well, I should probably do best self because I'm doing 12-hour work week, put my feet up, taking it easy.

And I'm sitting there thinking, doesn't really sound like me, if I'm honest. I think probably ready for another beast mode month. And you'll find out over the next three weeks whether I go beast mode or best self.

But having beast mode of this for 20 years, and obviously you've seen some of the progress that we've achieved and the other property entrepreneurs before you have achieved. You need to go into this all guns blazing, need nothing on the table. Gamification is quite fun and it's quite sort of academic and you get it on the wall and it's there and it's visual and it will get everyone important.

But then physically and mentally, you've got to become something else. You've got to take yourself, you've got to level up and take yourself somewhere you've never been. And this is beast mode.

And this is science, it's proven. If you want to go out and leave nothing on the table for the next 12 weeks, this is what you want to do. So why do some fly and others fail?

Everybody in this room today has got the best intentions. Everybody, and we all know this in life, talks a good game. But what's the difference between those that actually go the distance and those that get to the other end of this championship season have had another average to good year and not really noticed the difference?

This is the ability to lock in, leave nothing on the table, go beast mode and know that it's only 12 weeks. And if you get this right, guarantee you, I've done a year on year, I'm going to show you in a moment my level up year or at the end of this session, my level up year where I did beast mode to the ultimate level. You will genuinely achieve more in the next 12 weeks than other people will in 12 months.

So when it's done, it's done. You tap the button, we're back in the cave, three months in the journal. So leave nothing on the table.

The reality though is high performers, award winners, champions, market leaders. This doesn't just happen. You can't wake up with wishful thinking and think, you know what, Dan and Adam and Josh got me really excited, I'm going to work a bit harder today.

It doesn't just happen. We need to fundamentally rewire your brain and then we need to physically change your biochemistry of your body. So you're operating in another level where you've never been to.

You wouldn't want to be there for more than 12 weeks, but you definitely want to be going there once every 12 months. And this is what beast mode is about. There's six steps to it.

Big word of warning here, two words of warning. One is it's not for the faint hearted. Like those of you that did my level up year in 2019 with me, at the end of it, I was just a mess, burnt out, in pieces, emotionally, physically, like, yeah, done, done for.

But I look back on it now fondly. Michael Jordan, Mo Farah, people who've achieved amazing things, collapse at the finish line. If you want to go in, go all in.

Equally, if you don't want to go all in, know your limits and know where you want to push to. There's two options here, which are okay and one that's not. The first option is you say, I'm going all in.

I thought about it, I've sized up the iceberg, I'm committed and I'm going all in. And you go in, you don't let yourself down, you deliver on your promises and you execute. The second is you say, I'm not all in.

And then the second is, do you know what? This is not the year for me. I've got personal stuff going on.

I want to have a year off. You know, actually this is my quiet year. I want to have a year off and that's cool because you say you're going to have a year off and you have a year off.

The third is not cricket. Either of those two is success. Set yourself up for success and do it.

Say that you're not going to do it and succeed at that. The third is not cool. The third is you sit there and you leave today and you tell your friends, you up the ante, you raise the stakes and say you're going to do all these things, but really you're not committed, you're not bought in, you let yourself down and you end up behind where you actually started.

Two options, which are cool. One, is no good for anybody and you need to decide where you are on that spectrum and I've given the board all weekend to decide where they are and then two and a half weeks to test it, myself included, whether I do best self or beast mode and then on the first of July, that's bang. Twelve weeks start and you won't be stopping until you get to the finish line.

If you're not going to pull the trigger, don't point the gun. Everybody else out there you know is going to do this diet, they're going to start this business, they're going to achieve this thing and you see them a week later, a month later, a year later, nothing's changed. Don't be another one of those people.

Be clear on what you want, go out and execute and get it across the line. If that means beast mode, great. If it means best self, great.

If it means not making promises you can't keep, absolutely fine. Who fancies a bit of beast mode? Nice.

So, this is what we're going to do. First thing is mindset. You've got one shot at this.

Josh said earlier, if you had one shot to seize everything you ever wanted, would you capture it or would you just let it slip? Don't think he came up with that one. You've got literally one shot to make this happen and this is the championship season.

This is all about your mindset and honestly, speak to any of the incubators, speak to any of the companies in the room that I'm on the board for, speak to any of my business partners, any of the team, any of the team and any of the businesses. The mindset is this is championship season. Every other message in WhatsApp groups this week has been, welcome to championship season.

Here we are. Let's lock in. Let's leave nothing on the table.

The first is a mindset. You've got to go into this. The clock starts ticking now and you've got 12 weeks to do it.

Don't miss the opportunity. The second, Adam said earlier, you know, during the autumn, during the winter, he went out partying, he was out dating. We all heard lots about it but now he knows it's championship season.

He spent the last two months getting ready for it. There's a time and a place for beer and burgers and hangovers. It's not championship season.

AAA game. This is the basics. Hopefully, if you get up and give back, you've got this now and you've got the flywheel in motion.

It's just a case of carrying it on. If you refer back to the RNT blueprint of cleaning the palette, there's a recording on the Official Property Entrepreneur podcast about it and there's plenty of material about it on the RNT website. You'll understand there's just five things and these should now be the basics.

Five things. It's just steps and this time of year, everyone says, I've had a great time to get up and give back. I've got my steps.

I'm always going to carry on. It doesn't usually happen. We want to keep that momentum going.

You've done the warm-up lap. Time to open it up. Steps.

How many steps you can do all day, every day. Get them in. Make it happen.

Second is sleep. Yes, beast mode. Yes, work hard but even Elon Musk says you get to a certain hour as being awake and grafting and it turns into the law of diminishing returns.

Your concentration goes. Your exhaustion goes. You get to a point where you're better off to go to bed than you are to keep going.

Water. Basics. The best energy drink you can drink during the championship season is not caffeine.

It's definitely not alcohol. It's not caffeine. It's not energy drinks.

It's not coffee. It's water. Two to three to maybe even a bit more.

Two to three liters of water. Everyone's reaching for their glasses. Two to three liters of water.

Keep your body clean. Keep it hydrated. Something crazy like a 20% reduction in hydration reflects in like a 70% reduction in concentration.

These are basics. Get up. A liter of water that you've lost in your sleep.

Drink it. Get it done. Steps.

Sleep. Water. Gym.

It can be whatever. Workouts. Anything to get the blood going.

Get your cardio up. It can be fast steps. It can be hill sprints.

It can be high intensity. It can be swimming. Aerobics classes.

Whatever you want. And then finally is phone a friend. Is diet.

Now if it's green, it's good. If it's clean, it's lean. You know, clean, lean, full of steam.

If you fill your car up with gravy and chips, it's not going to be a great run around the track. If you fill it up with nitrous oxide, you've got the tires pumped, you're ready to rumble, you are going to go around this thing like a beast. It's 12 weeks.

Do yourself justice. Lock in. Don't let yourself down.

And it's 12 weeks. Honestly, we'll be fat and hungover for Boxing Day. Don't worry.

We can do all that stuff at Christmas. Let's have a bit of a circuit breaker and make these things happen. I hope you enjoyed this episode of the Official Property Entrepreneur Podcast.

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And we'll get you added to one of the private VIP WhatsApp groups where you can request your own podcast. It'll be dedicated to you and your business. And every Tuesday, I'm in there answering questions, giving you one-to-one direct support.

And we don't know how long we're going to keep these open for. Success and failure are both very predictable. I will see you on the next episode.