**PEP 89 Edited\_Transcription**

[Speaker 3] (0:05 - 0:57)

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.

[Daniel Hill] (1:01 - 1:43)

Okay, so welcome to our Hall of Fame. It gives me absolute joy and pleasure to introduce our latest Hall of Famer. His name is Ian Bauer and Ian is part of our Hall of Fame because Ian has, since being a property entrepreneur, re-found his business mojo, he's got in the best shape of his life and qualified as an elite marathon runner and recently has had a successful exit of his business.

Massive congratulations, Ian. How are you doing? Yeah, I'm good.

Thank you. How are you? Yeah, very good.

Congratulations on making our Hall of Fame. For those people that don't know you and just to give them a bit of background, really, what does your company do and how long have you been a property entrepreneur?

[Ian Bauer] (1:45 - 2:11)

My company works in mass transport. Mainly, with the film on trains, mandatory labels and vinyl, rather than wrapping cars, we just wrap trains. I've had the business for 15 years and Annetta and I started that 15 years ago.

So Annetta is my wife and this is my second year on property entrepreneur.

[Daniel Hill] (2:11 - 2:25)

Two years, quite the turnaround. I remember meeting you two years ago, for people listening, where were you at physically with the business, everything, two years ago when we first met? Do you remember when we first met?

[Ian Bauer] (2:25 - 3:06)

I do. Two years ago, I was doing work that I didn't enjoy for money that I didn't need and I was probably drinking about one to three beers a day and on reflection, I was actually quite stressed and I needed to get Annetta out of the business because Annetta and I wanted to start a family and Annetta is a massive person in revitalisation, she pretty much helped build it and runs the operations department or key figure in the operations department.

So I needed to get her out of the business. So that's pretty much where I was and I kind of became an expert at just doing exactly what I needed to do and no more.

[Daniel Hill] (3:07 - 3:15)

So you're very much on cruise control, in your comfort zone, but also quite stressed. You didn't look stressed when I saw you, you looked pretty chilled to be honest.

[Ian Bauer] (3:15 - 3:31)

Well, I mean, that said, I still run 70k a week, so I was always relatively fit. So I think that was a good stress reliever, but it was, yeah, I think looking back on it now, definitely, definitely a stressful part of my life.

[Daniel Hill] (3:31 - 3:36)

So it's literally almost two years to the day, actually, that I first met you. So where are you now?

[Ian Bauer] (3:37 - 5:02)

Good question. So we've got a significant investment into the business now, which means that I have, well, Annetta is completely out of the business and does a little bit of support. So that's great, isn't it?

Annetta is also pregnant now as well. So we're expecting our first baby and four and a half, five months into that. So that's good.

So I'm out of the day-to-day running of the business. So the weight and pressure of running the business is not there anymore. So that's gone.

The investors that come in, they're just amazing people, really, really good people, and kind of allowing me to just to step on to the next level now, which is brilliant. I think Annetta and I have taken it as far as we can. And their just experience has just allowed it to kind of flourish and move on.

But I still get the opportunity to work with them, help with strategic planning and do sales stuff, and just the stuff that I really enjoy doing. So that's good. Also, I'm in the best shape of my life.

I ran an elite time for a marathon, a sub 2.45 time, which is classed as an elite time, which basically can get me into pretty much every marathon in the world, I believe, bar London, which has changed for about five minutes now. So yeah, everything's pretty good.

[Daniel Hill] (5:03 - 5:57)

You're in a pretty, I mean, it's just nice to take stock and just realise what an amazing position you are in life. You've sort of unshackled yourself from the day-to-day running of the business. You just get to focus on the bit you like.

You've got people who are going to take the business on, you're working with. You're going to have a baby. You're in the best shape of your life.

You're an elite marathon runner. I mean, it's pretty cool, man. You've got to enjoy this moment.

Congratulations. Thank you. Yeah, really, really impressive.

So, you know, all these changes have happened so quickly in only two years. And I know part of it was Annetta joining the advanced actually, didn't she, in year two, because you were doing it by yourself initially. So it's been a bit of a journey.

What would you say the biggest challenges have been or the problems that you've solved over the two years you've been working with us to get to this stage, just to give people some insight?

[Ian Bauer] (5:59 - 7:17)

I think people's a big one. So I guess there's, yeah, I guess one of the biggest insight is just people that we're working with. So we've worked with friends in the past.

We've worked with people with different values. And we've had, and none of these people are bad people. They're nice people.

But when you're working with people from a business perspective, and you don't align with values, behaviours, one thing that we didn't really have, we had no consequence for maybe poor performance. And we just, I guess we just tolerated too much. So, and we just carried probably a lot more than we should have.

And I think being around people that have similar problems and have been where we are, and kind of come out the other side was quite a powerful thing, really. So, and especially when the investors came in, it just made Annetta and I realise that the calibre of person we want to work with is different to maybe what some of the team were.

[Daniel Hill] (7:19 - 7:53)

Team is a huge challenge. At the end of the day, it's the team that realise your dreams for you. You know, you're just the Pied Piper.

That's what Marco Pierre White said. And yeah, sounds like it's been challenging, but sounds like you've understood perhaps how to become a better manager now. And that accountability, which is so easy when you're running a business, isn't it?

Because you can become quite good friends with people and then the lines get blurred, but actually you've got a business to run and you're paying people for a job. So they need to really perform, but it's hard to be a manager, isn't it? It's difficult.

[Ian Bauer] (7:54 - 9:03)

Yeah, I think managing people on site is easy, because that's what Annetta and I come from. We've come from the site. So the site was easy.

It's when we're doing roles that either I don't understand properly or we don't have, we're not trusting or verifying. We wasn't doing SCSs. So SCSs was kind of a big thing, the regular check-ins.

So that was, yeah, I think things like that work really well. But again, it's just having that benchmark and understanding or starting to have the awareness of what good looks like, because Annetta and I have not worked in the corporate world. We've not really had any other proper jobs.

I used to manage Burger King when I was younger. So I was not very good. And we did the best we did with what we had.

And we had nothing to benchmark ourselves against. Site was different because we're very good at site. That's kind of the area of our expertise.

And then once we got that awareness of how poorly we were managing people or how bad our systems are and stuff like that, it's, you know, you can go up the gears very, very quickly. So that was good.

[Daniel Hill] (9:03 - 9:37)

For sure, yeah. Our management, just to be realistic, our management framework is SCS. And that's what we teach all our property entrepreneurs to implement in their business, which is a weekly, it can be daily, it can be weekly, it can be monthly, but typically it's a weekly management framework, which sets you up for, yeah, it gives you a framework to basically hold people accountable.

So you put that in, that's good, fantastic. What other problems? I mean, when I first met you, like I said, you were a little bit on cruise control, was finding motivation a problem?

And how did you suddenly get this new lust for this business? Because I feel like a switch went on in you, like we lit a fire in you. Is that fair to say, or did you light the fire in yourself?

How did it?

[Ian Bauer] (9:38 - 11:07)

So I think what property entrepreneur did for me is it just gave me a peer group and I've always had an inner confidence that I would be okay. But no one really recognized that apart from myself or Annetta or my family maybe. And people at work, I guess, never did.

I'm working with property entrepreneur people at PE. I kind of got this inner confidence that what I was doing was actually quite good, if that makes sense. So that was quite powerful.

And I really wanted to get Annetta out of the business. So I kind of knew that I was ready to go again. And I think just having a quality peer group or an accountability group, because for me, once I commit, the outcome's inevitable.

So I was just 75 hard, I'm going to do this, I'm going to do this. So one year no beer, but holidays and special occasions. And once I put that out to the group and that's what I was doing, I had to do it.

And I got fit, strong and healthy. I've been fit before, I've been strong before, but I've never been healthy before. I used to drink beer most days, say 27, 29 days out of the month.

And then once I flicked that switch and stopped drinking beer, it was four and a half months, no beer or no alcohol at the start of 2021.

[Daniel Hill] (11:08 - 11:10)

That was 75 hard you mentioned, yeah.

[Ian Bauer] (11:11 - 11:50)

Yeah, I think I did like a month and went straight into 75 hard. And it was like going from black and white into color. It was, yeah, that was a good insight.

So the peer group's just been, I've never had a peer group before. And having your own business, it can be very lonely or I've definitely found it very, very lonely. And just having a peer group of people who are going through similar things just gave me that reassurance that like, actually, this is quite normal.

People are sharing the same problems and there's actually a lot of solutions out there that we didn't realize or didn't know.

[Daniel Hill] (11:51 - 12:50)

Lots of people out there will resonate with that. People used to say to me all the time, isn't running a business lonely or I'm lonely? And I always passed it off.

No, no, I'm fine. Lonely is one word, isolating is another. You're on your own.

You don't have people to console with. People don't understand what we're going through. And there'll be lots of, everyone listening to this who's an entrepreneur will resonate with that.

There's no way you can't resonate with that. That's such a real thing. But what you did so well was you used our community and we have a Facebook group and we have all these things and you would post videos committing to things you were gonna do.

Whether they're physical things or 75 hard or you were always posting in the Facebook group and you were committing to the group and that was giving you that social accountability which is there for everyone to use in our group and the successful people utilize it and the unsuccessful people don't, but it's there. You put yourself, I remember the videos vividly. You used to do them all the time, didn't you?

[Ian Bauer] (12:50 - 13:26)

It's great. I think the other big one is 5 a.m. Club. I used to get up and reading the 5 a.m. Club book and then I thought, right, I'm gonna be, so again, put it in the group, I'm gonna buy a 5 a.m. Club and just winning the morning or changing not having a morning routine into having a morning routine which was just an absolute game changer. Now I get pretty much a day's work done before 10 a.m. or what I'd normally do, so my days, I'd start on the front foot and just get so much more done now.

[Daniel Hill] (13:26 - 13:46)

Absolutely, without a doubt, I think with everyone I speak to is the morning is so important. I mean, I just, I can't say it's enough. Early to bed, early to rise makes a person healthy, wealthy and wise.

It's as simple as that. If you wanna be successful, you've gotta win the morning. For those people that are sluggish in bed, going out of bed, it's like you've gotta find your mojo, you've gotta get yourself going.

[Speaker 3] (13:48 - 14:39)

Just jumping in quickly to let you know that the brand new Boom or Bust report is now out at www.boomorbust.co.uk and what I've done in there is I've listed out the top five things that I'm doing now as recession is coming to make sure that 2022, 23 is the making of our businesses, not the breaking and how you can do exactly the same. Also, if you've not yet secured your place at the last three-day blueprint event, the grand finale on the 24th to the 26th of August at the Belfry Golf and Spa Resort, you can secure your place on the same page, www.boomorbust.co.uk or go in the show notes now and get access to the VIP podcast group where you can get VIP access and discounts to come to the last ever event of 2022. Back to the podcast.

[Daniel Hill] (14:42 - 14:48)

So that's fab. So that's a couple of things. What other problems have we had along the journey or things that you had to overcome?

[Ian Bauer] (14:49 - 16:03)

I think not following my gut. That's probably a big one. I think your gut is generally not wrong.

I think that goes for all of us. And I think one thing I do now a lot better is just follow my gut. So if my gut is telling me something and I feel uncomfortable with something, I'll have that difficult conversation.

I, rather than Chinese water torture and just not making the right decisions quickly. So now it's just, we'll get on things quickly now. So that was probably a big one for us.

And sometimes we would have nice people, but we would just maybe keep them for too long. And yeah, where I knew that really, it probably won't work long term. But because there was nice people and I thought they might change and generally people never do.

And it's not because they're bad people. It's just that they're in the wrong role or in the wrong position. So, and I'm quite intuitive with that.

And I can't remember when my gut's ever been wrong. So I think it's just follow my gut. Follow my gut.

I do that a lot more now.

[Daniel Hill] (16:03 - 16:56)

And people will really resonate with that because when you realize that having challenging conversations is actually a really good thing. And people shy away from challenging conversations, but we teach you how to have challenging conversations as actually a blueprint for it. And I was having this conversation with one of our delegates at the blueprint last night.

And it's like, once you understand that there's an issue and the sooner you deal with it, the better it is for both parties, whether whatever it is, whether it's that person leaving or that person staying or whatever it is, whether it's in business or in relationships, just have the conversation, approach it in the right way, have an open mind and the world's a better place. You know, actually you're not putting your head in the sand anymore. You're dealing with things.

You feel in control. You've taken responsibility. Everyone can relax.

The skeleton's out of the closet and it's easy to say it's hard to do, but we do show you how to do that. And that is liberating, isn't it, actually?

[Ian Bauer] (16:57 - 17:38)

Yeah, I think there's a term that I use called compassionately brutal. And I think if you're compassionate with someone, but you're brutally honest, then you get to the outcome very quickly. I think one thing that I remember, one of the things I remember from PE was you've got easy now, hard later, or hard now, easy later.

And what I mean by that is if you have an easy conversation now, you're going to get pain later. Where if you have the hard conversation now, you're going to make your life easy later. So you're going to get pain at some point.

You know, do you take it on now or later? And it's always better to take the pain on straight away.

[Daniel Hill] (17:38 - 17:39)

That's absolutely spot on.

[Ian Bauer] (17:39 - 17:40)

Without question.

[Daniel Hill] (17:40 - 17:45)

It's hard decisions, easy life. Easy decisions, hard life is the way I see it.

[Ian Bauer] (17:45 - 17:46)

Yeah, that's the one.

[Daniel Hill] (17:46 - 18:16)

It's just so true. Like you said, pain. There's always pain, isn't there?

There's pain of discipline to getting something done. It hurts to go for a run. Or pain of regret when you're out of shape and you didn't hit your time.

There's pain. And once you get it, it's all a game. You understand this.

It's fun. So any other problems before I ask you for some tips? Any other problems you faced along the way?

Clear sailing, was it? You've had to overcome some adversity.

[Ian Bauer] (18:17 - 18:22)

Yeah, yeah. So I think the ones that we've gone through are the biggest challenges really.

[Daniel Hill] (18:22 - 18:31)

Okay, cool. And obviously while you've been doing this as well, you've been investing in property. Obviously, Verizon is not a property company, but you have invested in property as well, haven't you?

[Ian Bauer] (18:32 - 18:45)

So in the background, I do property as well. So I would not claim to be a property expert. I dabble in property.

More as an investor than a property developer, let's say.

[Daniel Hill] (18:46 - 19:00)

Yeah, building your financial fortress, which I know is well on its way. So well, Ian, so amazing story. Great for you to share it.

Thank you. If you had to give people three top tips to take away on their journeys, what would they be?

[Ian Bauer] (19:01 - 19:38)

I would definitely, definitely, definitely suggest finding a peer group. Find a group of people that are encouraging, really honest, and someone that you can share the journey with. For me, PE was perfect.

I've joined the board and it's been brilliant. So that's been a massive, massive game changer for me. So strongly, strongly, strongly recommend just finding a peer group, finding a community that you want to do well for them who want you to do well, because that's quite unusual.

[Daniel Hill] (19:39 - 19:59)

That's great advice, isn't it? I'll just let people know, because obviously you joined the program and then in year two, you actually got accepted onto the board, which is our VIP mentoring group. We found this private mentoring group.

So that's pretty cool to go from year one program to board as well. That takes some gumption. Yeah, that's decent.

So thanks for that. Number two.

[Ian Bauer] (20:00 - 21:47)

Find out what your secret sauce is. So my secret sauce is exercise, reading or personal development, good diet, be around great people and hydrate on water and not Stella. And if you can find what your secret sauce is, your performance is just a lot higher.

So, I mean, I find that if I do those five things consistently, then my performance is just really good. It's just really, really good. My energy is really clean.

My thinking is really calm and measured. And I just feel relaxed and excited about life. And I think it's important to fuel your body.

I'm a massive advocate of fitness and health. And also it helps mentally, like massively. And it's one of those things where people say, you don't know what it's like to have a child until you had a child.

You don't know what it's like to run a business until you've run a business. And you don't know what it's like to be fit, strong and healthy until you're fit, strong and healthy. And being fit, strong and healthy is something that everybody can do.

There's absolutely like no excuses not to be fit, strong and healthy unless you're ill. And then there's a good reason to get fit, strong and healthy. And it just absolutely changes the game altogether.

It just, the level of consciousness that I have now in comparison to drinking most days and not eating well, it's just heaven and earth. So find out what your secret sauce is and then just basically put the right ingredients in, you know, most of the time and yeah, you'll be fine.

[Daniel Hill] (21:47 - 22:26)

That is one of the best top tips I've ever heard. That really resonates with me because being on your AAA game is where it's at. And we talk about AAA game all the time but until you've tasted it, until you know how it feels, that's why it becomes addictive because it's like you're living a different life.

It's like literally like you said, going from black and white into color. It's a great way of putting it. And I think that's why I love spending so much time in Bali and Cape Town because in these places it's easy to do my secret sauce.

It's easy to just, every day is a gift. So if you're feeling a little bit low or down, just know there's a way out. There is a way out.

Everyone can feel like that.

[Ian Bauer] (22:27 - 23:49)

I think one thing that goes hand in hand with that is I call it soul food. So things that feed your soul. So I like running, I like racing cars and I love traveling and spending time on holidays or going out walking.

If you have like your secret sauce and you understand what fuels your soul, so for you it might be traveling, it might be gym. And once you combine those together, you feel good, you've got lots of energy and you just come alive. So if you can amalgamate those two, then that's for me where the magic happens.

That's banging, that's banging. And finally? Only work with people that you want to work with for the rest of your life.

No exceptions. I think Neeraj and Nivar Ravikant spoke about this in his book. And I think for me that is, and follow your gut, you know, and your gut tells you if you want to work with people for the rest of your life or not.

And I think having worked with a lot of people that are nice people, but I probably wouldn't choose to work with them again if I had my time again. Yeah, just work with, yeah, people that you're prepared to work with the rest of your life for, I think is probably a big one for myself and Annetta, really.

[Daniel Hill] (23:50 - 23:55)

And likewise, long-term thinking, long-term thinking with long-term people, that's it.

[Ian Bauer] (23:56 - 23:56)

Correct.

[Daniel Hill] (23:56 - 24:10)

Then you get that compound effect of being working with people for years and decades and there's a trust. And it's definitely not where, if you're at the start of your journey, where you can probably be, but it's where you can get to. It's where you can hope to get to, isn't it?

[Ian Bauer] (24:10 - 24:46)

Completely agree. I think when you're at the start of the journey, you have less flexibility. And when I started, I felt really out of my depth.

And to say I was a managing director, I felt nervous. I was just grateful that people were working with me, let alone... As you move on the journey, and you get more confident in your own ability, you want to be that person that people want to work with you for the rest of their life.

And then that way, it's a mutual thing. Absolutely.

[Daniel Hill] (24:46 - 25:14)

And you'll find those people on your journey. You'll know the ones that you want to work with long-term and you'll always protect those relationships. So that's fantastic.

Some amazing top tips there. Join a peer group, find your secret sauce and only work with people that you want to work with for the rest of your life. Long-term thinking, long-term people.

Some great tips, Ian. Ian, what's next for you now? What can we expect from Ian?

Well-deserved time off? Being a family man?

[Ian Bauer] (25:15 - 26:31)

I think just keeping... Yeah, I think we've got more time on our hands now. So I think it's just really...

I have no plans. Bits and bobs with writing labels, bits and bobs with property. Just doing things that I love doing, that I really enjoy doing.

And then really just chilling, really. Just enjoying bringing a child into the world and seeing where that goes. We might do a little bit of travelling.

We might not. Yeah, it depends. We're just very, very open to seeing what happens when we have the baby.

And then I know that I will do some form of project or something like that. I think for me, it's just working with people that are mentally stimulating and that I can mentally stimulate. It's really fun to work with.

And yeah, but I'm not in a rush. I think that's something we'll just come up at some point in the future. So that's really no pressure, no expectations.

Just kind of enjoy the next few months, a year and then see where that takes us.

[Daniel Hill] (26:31 - 27:32)

Absolutely. Man, you've worked incredibly hard. You should really enjoy this time.

Take a break. Just take a rest. Don't jump into anything else.

Just focus on being a family man. You've worked so hard from manager at Burger King to elite runner, successful entrepreneur, successful exit and now family man. Man, what a journey.

And for those people that have probably figured out already, you're one of the nicest blokes you could possibly meet. Annette is exactly the same. It's an absolute pleasure working with you.

So from everyone at Property Entrepreneur, from myself, from Dan, from Josh, from everyone, we just want to say massive congratulations. It could not have happened to two nicer people. And it's just proof that if you work hard for long enough and you do the right things, you can have everything that you really want.

So congratulations, Ian. Well done. Thank you very much.

Enjoy this moment, my man. Take care. Thank you so much.

And just lastly, just in case people want to get in touch with you or anything, is there any way people could get in touch with you or what you're up to next?

[Ian Bauer] (27:32 - 27:39)

I'm not really a massive social media person. I do have a Facebook account, but I don't really use any of the other platforms.

[Daniel Hill] (27:40 - 27:57)

Cool, so I'll drop you a message and they might hear back from you in a year when you start working. Good for you. Absolutely.

Here's to that. Ian, enjoy the rest of your day. Enjoy the rest of your time.

And I'll see you at the next event. Okay, thank you so much, my friend.

[Ian Bauer] (27:57 - 27:58)

No worries. Take care, dude.

[Speaker 3] (28:01 - 29:01)

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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.