**18-10-2023 - Video\_Transcription**

[Attendee 5] (1:14 - 1:17)

Good afternoon, everybody. How are we doing? Can you hear me?

Wonderful.

[Attendee 7] (1:19 - 1:21)

Good, thank you. Great, thanks.

[Adam Goff] (1:22 - 1:35)

Awesome. Great to see you guys. Good, good, good.

Let me just get under a light so I can see everyone. Sorry, it's dark here in Bali. I've seen everybody in the co-working space.

[Attendee 1] (1:35 - 1:38)

Rub it in, man, rub it in.

[Adam Goff] (1:40 - 5:20)

Absolutely, absolutely. Good. Nice.

OK, we've got loads of people on the call. Fantastic. Awesome work.

It looks like we're live on Facebook, too. So if you're listening on Facebook, definitely, if you want to ask me a question, you're going to have to come on to Zoom because I'm not going to be checking Facebook. So just FYI.

Ross, I'm absolutely loving your background, by the way. I'm not quite sure how you managed to do that already. Fair play to you.

Good stuff. So, oh, hey, and we've got we've got family joining us as well, which is definitely welcome. Family, dogs, cats.

This is what I love. This is how you get noticed on mid month mentoring. So let's just have a look at everybody on.

Oh, this is a beautiful shot. This is a beautiful shot. So what I suggest you all do is get a quick photo for social media because, you know, we're furthering our education.

And this is good stuff to share. Good story to share. Good little post.

So, yeah. So good stuff. Right.

Excellent. So the way these sessions work, this is the first mid month mentoring obviously for you guys. So we do like an initiation at the beginning.

So everybody likes to just take take their shenanigans. The way this works is this is high value mentoring. So Dan and I both run our own mentoring programs.

Obviously, I run the mastermind, Dan runs the board. I've literally just got off a masterminding session where we do an hour and a half and we kick it around. Everyone has 20 minutes.

The idea of these sessions is to try and allow people on the programs the same sort of access, obviously on a more limited basis. But but I'll just meet everybody because I can just someone's making a cup of tea. It's all good.

So, yeah, the idea is this is like super punchy. We want to try and keep the session to 10 minutes if we can. Obviously, you have an opportunity to to pose a question ahead of time.

Well done to those people. And I think Liam's first up. Well done to the three guys that did that.

Equally, I can be around for the whole hour. So if people have got other things they want to ask, then there could be an opportunity to also ask that question. For everyone else that hasn't got a question or is wondering what they should ask.

There is so much value in just listening. Like there is honestly layers of value in just being on the call and resonating with people and their challenges, their experiences. And it's often underlooked and undervalued, but it's super is you get a lot from it.

So it's definitely a learning experience. So that's kind of how these things work. If you want to say something, you can raise your hand virtually.

Obviously, I'm going to try and keep it punchy for the people that have had a time done this. And if you don't get a chance to ask a question, don't worry about it. It's not another world.

You can still ask us on the Facebook group. It's not this is the only chance you get to get mentoring. It's like we want to mentor you all the time.

This is just part of how we do it. So you can always ask on the Facebook group. You can post a video.

You can leave a voice if it's more suitable and we will help. We are here to serve and I've seen some people take advantage of that already. But, you know, don't overthink it.

If you've just got a question, just ask. I don't think I've got to ask the perfect question. It's just just getting out there and basically rolling your sleeves up, which is what we're here to do today.

So. So congratulations for everyone that's that's made it. So let's get let's get down to business.

So first up, Liam. So Liam, if you want to. And yes, Sam, this is a good question.

Sam's asked the question. Recordings will go. This is live in the Facebook group, Sam and everyone.

So you better listen to it again. Let me just check it's being recorded, actually.

[Attendee 11] (5:21 - 5:22)

Yeah, it is.

[Adam Goff] (5:24 - 5:48)

Some very steely people that already know that. Good. Well done.

Yes, you're being recorded. So thank you for that. For those that just said that.

So, yeah, we are recorded. I'm not sure if we actually sell them as a policy, but there is in the Facebook group. And I, I don't think that's a problem.

So welcome to those people that are just joining. So, Liam. So I've obviously got your notes.

Do you want to just pose the question briefly for everyone?

[Attendee 1] (5:49 - 5:49)

Yeah, sure.

[Adam Goff] (5:49 - 5:50)

So.

[Attendee 1] (5:51 - 6:30)

So my question is really. So I hear Dan and yourself all the time talking about like a PA and EA. And obviously I'm a I'm a blaze like you, Adam.

So sometimes you can imagine our daddy looks like sort of the krypton factor, really, doesn't it? So this is a big thing for me now to really like get somebody into like really utilize my day and make my day as productive as possible. And not just a case of like, Liam, you've got to go to this meeting.

I want them to do so much more. So my question is really is what what do you do with your PA slash EA and how and how do you utilize your day most? And have you got any other tools that you can implement along the way as well?

[Adam Goff] (6:31 - 6:39)

Yeah, thanks, Liam. It's good to see you, by the way. So a couple of questions.

Do you have a PA or an EA now?

[Attendee 1] (6:40 - 6:41)

Yes. Just only this week.

[Adam Goff] (6:42 - 6:46)

Oh, congratulations. OK. And are they full time, part time?

[Attendee 1] (6:46 - 6:48)

Full time, virtual, but full time.

[Adam Goff] (6:49 - 6:55)

OK. Virtual, full time, like BA level or EA level. It's more skill set.

[Attendee 1] (6:56 - 7:01)

To be honest with you, I don't know the difference. Great.

[Adam Goff] (7:02 - 7:11)

Perfect. I hope I can add some value then. So, OK.

So do they work for you or do you have them through an agency? Is it a set number of hours?

[Attendee 1] (7:12 - 7:49)

So she works nine to five. I got her from Upwork.com and she's genuinely amazing. So even like the couple of days that she's been with me, absolutely amazing.

And even to a point now where like she's wanting to like she's researching like automations for the business. I use a CRM called Notion between like Zapier and all different automation. So she's all over that.

But I just need to like, how do I get the best out of her kind of thing? Because you know what blazes like they can just run off sometimes, can't they? But she's all the way in Nigeria or whatever.

So she can't just come around the office and grab me kind of thing. So we just need to put things in place. And yeah, yeah.

Thank God. Yeah.

[Attendee 5] (7:52 - 8:01)

Yeah, I got it. OK. And like, where are you with the business and like things you've given us so far?

[Adam Goff] (8:02 - 8:06)

Have you given her any systems? Have you just given her a to do list? How have you set it up at the moment?

[Attendee 1] (8:07 - 9:10)

So so in my business, it's called getting started on property. And it's exactly like Shiv Haria's model where we bring investors like Bridge the Gap, London to Liverpool on the buy to let scene. And every morning we have a 9 a.m. call with the group HQ, so me and me, the director. She comes in on that now and actually sits in and we'll take action points and then upload the action points to Notion and then tag me. And then we'll follow me through the day to see if I've kept up with them action points. But she also does the same on the 930 call with my sales team, again, takes the action points and uploads them and checks in all the time.

And yeah, and that's all I've got to do. And at the minute, obviously, then just scheduling things and stuff like that. But it's because Dan speaks so heavily about it.

I'm just worried that I'm missing something and I'm only using it on a basic level kind of thing. And I'd love to like see what what you or Dan, how you go deeper with the kind of thing and what what do they do? Because they could be doing things for you guys that I just wouldn't even think they would do that kind of thing.

Absolutely. Absolutely. Right.

So good.

[Attendee 5] (9:10 - 9:16)

There's loads in there. So did you say those meetings were daily?

[Attendee 1] (9:16 - 9:17)

Yes. Every morning.

[Adam Goff] (9:18 - 13:10)

Yeah. Wow. Cool.

Well, that's really good. I mean, you've got to doing some of the heavy lifting, which isn't a bad way to go. So I think there's a few things to consider.

And for everyone that's listening, if you don't have a VA or an EA or assistant or multiple, then this probably is going to be where you need to focus this year. Year one often is people are drowning in all their own work and they need to create team systems, team and management so that they can buy their time back. And actually having an assistant is the most obvious, cheapest, easiest, low, low friction way of doing it.

So if you don't have one right now, you probably need one. In fact, you definitely need one. So I would say that it's a journey, Liam.

What you need to do is the mindset you've got now, which is like and for those people listening might resonate with this. You definitely don't want to be seeing your assistant as I wonder how little I can get away with spending. And that's a trap that most people fall inside.

Well, I only want to spend £200 a month. No, no, no. I need to just keep it under a budget.

And I did that for many years. And then all of a sudden my mindset changed and I was like, you know what? If I'm buying my time back for £6 an hour, £10 an hour, less in some cases, more in other cases.

And my hourly rate is definitely £100 plus an hour. I actually, why don't I flip it on its head and try and spend as much as I can with my assistants and actually change the game from it's the least I can give them to the most I can give them. And it sounds like you've got that mindset ready because you've taken her on full time and you're keen to learn.

You've been asking this question. So I think you've got your mindset right. I think the second point is that this is like a muscle that you need to learn how to use.

First time you go to the gym, first time you do any exercise, first time you hit a ball, first time you do anything. You haven't got any muscle memory, your body doesn't know what it's doing. You're like, what am I doing?

I feel like Bambi on ice. I don't know what I'm doing. The more you do this, the better you'll get at it, the stronger the muscles going to get.

Okay. So just like, yeah, basically just, just keep going. The way I'm going to share, would it be valuable if I shared with you like my blueprint that I give that I literally, that me and my EA have to run my life, would that be valuable?

I'll run you through that. I'll run you through that in a second so you can get an insight. I think the other thing to consider, which there's a podcast on it and it's called The Value Triangle, is that you, there's much more that you can get these assistants to do than you think.

And where you want to get to is if you think about like a triangle, you want to just be adding the high value at the top and you want everything else to be done by assistants or team. So you need to start thinking about that. And for the people that are listening, you're having blocks about, well, what would I get them to do?

And no one does it as well as me. And, you know, I'm the only one who could book my train tickets because I know what train I like to get. It's like, well, I'd like to challenge that thinking a little bit because these people set up with the right system can actually, you know, once you've set your preferences for how you like to get the train or a plane or whatever, then if someone can replicate it, they might need to get your approval for it.

But they can do a lot of the value triangle for you and you just do the sign off at the top. It takes you one minute versus 15 minutes or whatever. So you want to think about yourself as, I just need to be doing the direction, which is like the voice notes, setting them up, telling them what to do, which is the bit at the top.

And they need to be doing all the heavy lifting, going around, getting quotes, going around, sorting stuff out. And I just literally sit there and I'm just the director and I'm just, I'm literally like manager, not worker. Right?

[Attendee 1] (13:11 - 13:38)

Yeah. I think that blueprint would be amazing because I'm just making it up as I go at the minute. So even like this morning, I was in the car and an idea comes to my head where I'll get it to sit in my LinkedIn and reaching out to my potential clients all day.

And obviously then I just sprint to the office like an excited puppy to tell her then, you know what I mean? So I just need to like, like you were saying, if there's a set blueprint, then it's all from day one. We know what we're doing, don't we?

[Adam Goff] (13:38 - 16:45)

So there's not a set blueprint, but I've got this. So this is my private drive. So this is my blueprint that I've built for.

That's interesting. Why is it opening a document? Strange.

Let's hope it opens. It doesn't take ages to like format what everyone's doing. Right.

So this just gives you, so basically I have an EA. Now the difference is, is that a VA is like pretty, can be quite, it's the lower end of the value stack. It's posting on social media, it's commenting potentially.

It's like, yeah, potentially booking, like booking basic stuff. It's like, it's typical VAs, like not to generalize too much because some of my, some people I know, VAs in the Philippines have MBAs, but your typical kind of Philippine five, you're at $5 an hour level, you get what you pay for. If you're paying $3 an hour, you're getting the VA level.

EA, a PA is someone who helps you out personally in your life. VA would probably be just for business. PA is like, you're going to like, you do personal stuff for me.

EA is when they're like doing a little bit what she, she seems to be set up to be doing for you, which is like, she's in the business. She is like, all EAs tend to end up becoming like head of operations for us because they're like a right hand person. They're making sure everything happens.

They're making sure everyone's accountable to deadlines. They're like making things tick. They're normally steals or tempos.

And they're just, they're just basically like dealing with all the stuff which we're chucking over our shoulder as entrepreneurs. And as you said, as Blazers. So that's the levels to answer that question.

And this is just an insight of how I've built my EA has built out, you know, what, what I do. And you can see here, like, we start off with some structure, like basically how to answer my emails, how to do my kind of like contact details, you know, referral links. You know, like, for example, if someone wants to sign up to Amex, like I just did a post about today in the Facebook group, you know, my assistant has a referral link for Amex.

You can just, if someone emails me saying, I need that link, she'll email it for me, etc. You know, dietary preferences, dietary requirements, all sorts of stuff. Finances, air travel, how I'm traveling, if I'm personally staying in Airbnbs, what to do about reviews when I stay, my Barley's, customs, travel, you know, like you can start to see like, that's personal.

You know, business, you know, mortgages, age payables, like, all loads of banking, this is loads of company stuff now, like, like credit control, rent payments, like doing my monthly management checks, like when my management accounts come in from my accounts on my bookkeepers, you know, she checks them all, she does 90% of the work, you know. So, it kind of gives you a bit of an insight, like property entrepreneur, how I invoice, yeah, I'm invoicing for everything I'm doing, like property management, you know, the property that I do manage, it's like everything, like how we trim the hedge, you know, how we set up the central heating. It's like, I've built this over years.

Okay. And, but it all starts with starting to write something down.

[Attendee 5] (16:45 - 17:01)

Like, one of the points, just to kind of maybe slightly bring it to a close is, you know, you're new to PE, you don't know the blueprint, right? But you're gonna learn, you're gonna learn it.

[Attendee 11] (17:02 - 17:02)

Yeah.

[Adam Goff] (17:05 - 18:42)

The biggest thing, whenever you take on anyone in business, is you only get one chance to set the bar, Liam, okay? Yeah. If the bar is set here, because you start saying, you know what, I'm a mess, I never get anything done on time, then you've set the bar here.

And that person is going to think, oh, well, he doesn't really care about deadlines. He's a mess. You know, he's a bit of a joker.

You know, he's not that strict on me. And eventually, they'll just, they might start here, but they'll just come down to your level of where you set the bar initially. Yeah.

The challenge you've got now is you've taken them on. It's like you jumped out of the plane and you haven't got a parachute on. You know, you need to build the parachute before you hit the ground.

Yeah. You've taken this person on. What you've got to be mindful of is, rather than chucking the hot potato to your assistant and saying, I'll just deal with it, what you want to try and do is every day, every week, be thinking, right, I'm not just going to solve the problem for today.

I want to give this to her in a way that I'm setting the standard and I'm getting her to create a system. So when I give her a task, like booking my train tickets, I don't, I want to, I want to, like, maybe I'm going to record it on a Loom video. I'm going to take an extra five minutes to record a video.

And then I'm going to tell her how to do it. And then, you know, she can then blueprint that, she can write it up, she can do it. And then I never have to do that again.

And you start building, like I have, your catalogue of systems, which is all that blueprint is that I just showed you. Basically, a list of how to do everything to serve Adam Goff. And it's 40 odd pages long, right?

[Attendee 1] (18:42 - 19:00)

Yeah. I think, I think just even you just show me that blueprint there or that has been amazing for me because I think that's exactly what I need to do is just go away, have a good hour and just write it down instead of just figuring it out as we go. Like you said, this is the first week.

So now's the time to nip it in the bud quickly now and set the tone kind of thing.

[Adam Goff] (19:00 - 19:50)

Yes. The most important thing you can do is set the bar now and be like, look, your job is to help me build. This is where I want to get to.

It's an operations manual of everything we do as a business, everything I do personally. I want a Loom video so that, you know, if you're ever sick, someone can step in and do it. I'm thinking of hiring a second assistant and, you know, maybe you'd manage them and you'd use this to manage them.

I don't know yet. You don't, you'll be careful saying expectations, but like you want to get her excited about the vision and like set that standard that like basically when she does something for you, she doesn't just do it. She needs to document it and write it down and then send it to you for approval.

And then you create like a back and forward rather than you just chucking the ball, chucking the ball, chucking the ball. It's like, you're like, here's the ball. Now give it back to me in a better state than I gave it to you.

That's your job.

[Attendee 1] (19:51 - 19:54)

Yeah. Because you're better than me. Yeah.

[Adam Goff] (19:54 - 20:45)

Because that's why I'm paying you. Yeah. But this is the value that you add and the way I use it with my EA and I had to have a difficult conversation with her the other day because she was running around doing everything really fast and she was making mistakes.

I was like, wow, she's working for three. She's never made this many mistakes. She's got stuff going on at home, et cetera.

I'll keep it short. But the point was this. I said, I'm the accelerator.

You're the brake. I was like, I am going to push the accelerator as in I'm the one speeding things up. If you start being the accelerator as well, we're going to run off a cliff.

Your job is to literally put the brakes on. You're the one that I rely on to check everything in a ridiculous amount of detail because I literally can't spell my own name right. You're the one who has to like organize stuff.

You're the one who needs to check. I've got accommodation because I won't remember. And it's like a very clearly set on her like you are responsible for this.

[Attendee 1] (20:47 - 20:49)

Yeah. Yeah. No, that's amazing.

Thank you very much.

[Adam Goff] (20:51 - 20:57)

Absolutely. My pleasure. Happy to help.

Absolutely. I wish we could talk about this all day. But thanks for your question.

Great question. And well done for going first.

[Attendee 5] (21:00 - 21:05)

So, Stephen is next, isn't he?

[Attendee 3] (21:06 - 21:07)

Yes, I am.

[Adam Goff] (21:08 - 21:14)

I'm very good. Nice to see you, my friend. I'm hearing I've just been one of my masterminds is coming to your pin.

[Attendee 3] (21:15 - 21:18)

Yes. I managed to convince him it's a good idea. Yes.

[Attendee 11] (21:19 - 21:19)

Yes.

[Adam Goff] (21:21 - 21:22)

Good. Hope you're flying in first class.

[Attendee 3] (21:24 - 21:25)

No comment.

[Adam Goff] (21:28 - 21:31)

Again, I've seen your question. Do you want to just pose it to the group?

[Attendee 3] (21:31 - 22:49)

Yeah, sure. I'll just quickly say that was a great, great question, Liam, and a great answer as well. So I've got some stuff out of that already.

Yeah. So my question was more about Dan's bounce back, bounce back boom sort of session and really a few comments that all led to buy now. Next six months are the chance to sort of raise the capital, get the funds and start buying whilst the market is dropping and then going to level out next year.

And apart from the sort of what I would call the basics of generating capital, looking at pensions, looking at savings, looking at refinancing your property, go for your contact list on your phone, etc. I'm looking to create or what I'm doing is quite an aggressive campaign to try and attract probably high net worth people within the Middle East. Only a handful in a short period of time so that I can use that campaign two or three months to then use the first three months of next year to purchase those properties.

Any tips or hints around that short term campaign? I know in the summer we'll have a longer term piece as part of this blueprint, but right here, right now, whilst the market and whilst the direction from Dan is do it now, ideally by before Christmas. Is there any guidance, tips or experience generating capital in a short period of time?

[Adam Goff] (22:50 - 22:54)

Definitely. Have you ever taken investment before from anyone?

[Attendee 3] (22:55 - 22:59)

Small, 40, 50k. Not 200, 300 I'm thinking of.

[Adam Goff] (23:00 - 23:13)

OK, cool. But so you've already been like, you know, basically you've been if you've been through one, you've kind of been through them all. You know, you've added it, you've joined the dots, you've closed someone, you've done a contract.

OK, cool. I just wanted to check. OK, cool.

Yeah, I did.

[Attendee 5] (23:13 - 23:23)

I did have some sort of thoughts on this. So you're absolutely right.

[Adam Goff] (23:24 - 25:03)

Like there's a window of opportunity and like all things, it'll just get when confidence starts to come back. I mean, Dan posted something in our advanced community about us not going into recession. I think GDP growth is up, you know, so it's like we're getting a bit of positive news.

He seems pretty bullish on that. So I definitely think this window of opportunity is just a lot the longer you leave it, the slighter the margins, the more the competition. So I think you're right to have a bit of urgency and fair play to you for taking action.

You definitely seem like an action taker, Steve, which is good. So you're doing all the right things. I think it's good to have a clear target.

So basically you're talking about running a campaign. So if we go through the campaign blueprint, it's like you've got to have a start date and end date, a target, a budget and a schedule. And, you know, you're you're sort of 80, 90 percent there already.

You've got your timeline, you've got your target wanted to investors or you said a handful then. So it's very clear. Sounds like you've got a number in mind to 300k.

You know, you've sort of got everything you need, which is good. Yeah, it's basically we're talking about running a campaign now. So what I thought I'd do is just sort of run you through the camp like a campaign blueprint that we could sort of build out now, just just on the call.

So what are we now? Like we're sort of say we're at end of October or I don't even know what we are now. I'm in Bali.

So time stops still half past mid-October. And you'd like to have these investors wanting like three, three months, November, December, by the end of the year. End of the year.

OK, cool. That's great. Nice target.

So like two and a bit months.

[Attendee 5] (25:04 - 25:11)

So the way I'd be thinking about is this is is three phases. OK.

[Adam Goff] (25:12 - 26:07)

The first phase is the seeding phase. Now, I typically say this should last between two thirds and three quarters of the time. So if you've got 10 weeks, it would be six to seven and a half weeks.

And this is you going bonkers on social. This is you. You already do quite a lot on social.

And I I'm not on social all the time. So please, everybody, don't just assume I look at everyone's posts. I wish I had time to look at everyone's posts.

But from what I've seen, Stephen, you know, you're very active. You're a pin host. Who's his credibility?

You know, you're a corporate guy. You come across. Well, you look smart.

You know, you take in a lot of boxes in everything that you're doing and you've got your proof of your events. And it's, you know, it's all good. But if you've as all of you done, you follow Dan.

When we go into campaign season, how often do you see Dan on your Instagram?

[Attendee 3] (26:10 - 26:11)

Well, in campaign season, yeah.

[Adam Goff] (26:12 - 30:21)

Like in the summer. How often did you see Dan? Did anyone mute Dan's stories ever?

I'm just going to go on to speak of you. I'm just going to say to anyone like anybody knows in a minute. Yeah.

It's like it needs to be so much that like too much. You're thinking people are muting like people have to be muting me because I'm literally talking about this 10 times a day. And like the great gauge for this is my dad.

I told my dad to follow down this summer. Dad's met Dan and dad knows what I'm doing with PE and he loves it and stuff like that. And I would just get random messages from my dad.

Dan's been on social. Dan's on social media again. I've had 10 stories from Dan today.

And it was great because, you know, I think it's normal. But to normal people, that isn't normal. So one thing to think about is when every time you do a post or a story, only three to five percent of your audience are actually seeing it.

So therefore, if you want everyone to say you have to be 20. Okay. So basically, whatever you think is acceptable, you're probably only 10 percent there.

So my challenge to you now is. You need to be put if you want to do it in two months, you don't need to be going opposed to that. It's been a three post today for post today.

It's like you need to go absolutely bonkers on feeding. And the goal of seeding is to develop no like and trust. So what's Stephen all about?

You know, what are his values? What's the cut of his jeep like credibility? Nice guy open.

The things that, you know, showing vulnerability. It's like just just a bit. And we use the content calendar for that.

And if you remember on the blueprint, we took you through that. It's like you might do a mentoring Monday and where you're adding value. You might do a behind the scenes on site doing something you're doing on a Wednesday.

You might do a personal post on a Saturday or a Sunday. And, you know, you literally can have like a like a plan to give you a bit of a framework. And every week you build your posts out and you're just you're in campaign mode.

Like you've scheduled it out like these these these two thirds of the 10 weeks are are seeding. I'm just, you know, the only job is everybody needs to be in everyone's face so that they build rapport with you. They they start to know, like and trust you.

So hopefully I've got that point home. The next phase is where we shake the bottle. OK, so we're like now we start getting people excited.

So you've offered genuine value. You've been giving gifts out basically with your posts and your stories. And phase two is where we go, right, we're going to start flicking the switch.

So whereas before everything's kind of been there's been no sales, there's no no catch. No. DM me if you're interested.

There's none of that on the seeding phase, by the way. It's it's just offering genuine values and genuine insight into your life. Like even if you're just working because I know you've got a corporate job, it doesn't matter.

Like the fact that you're corporate is who you are. So, you know, another day at the office, another client happy, another site visit done. Another, you know, another plane ride, another taxi to, you know, throw them on.

It doesn't matter. It's just you. It's just I just want to know what if I'm going to give you money, I need to know who you are.

I need to see it all. I need to trust you. OK, it's like, you know, don't put any makeup on one day.

You know, it's like it's that it's that thing. It's like if you only show some of you with makeup on. It's like, well, they're only really showing me the side they want me to see.

It's like, no, we want to see when you're disheveled and like you're hung over and like, you know, you look fat after a workout in the gym. It's like that's actually what I want to see, because now I trust you. So once you've got trust, then it's shake the bottle.

It's like, right. These are the deals I'm doing. Like like this is a deal.

This is a deal. One of my clients is a deal I've done in the past. It's a deal I'm looking at.

This is why this deal works. And it's like you may be getting a bit more where you flip the switch and it starts to get a bit more like I'm going to turn this on into like a commercial thing. And an example of when Dan did this back in the day was like he would just do a post about a deal he did and how he made half a million quid on it.

And then it'd be like if anyone's interested, you know, if anyone's interested, I'll send you the deal stack. I'll send you the numbers. Just comment below.

[Attendee 5] (30:22 - 30:24)

And then what you're starting to do is, in fact.

[Adam Goff] (30:30 - 32:39)

Yeah, you could definitely do that. You could start getting comments, getting engagement and you're sort of what you're doing there is you're identifying leads. And this is where we start to build hype.

The main thing about shake the bottle actually is this. You want to say that something's coming. So what you want to do is you want to get people excited.

A bit like the same way where if I'm introducing Dan on stage, I will get people excited. I'll be like, well, ladies and gents, it's the moment we've all been waiting for. Think about Bounce Back Room.

It's like we know this could be life changing. Like this is what we all came here for today. There's examples of how it's changed people's lives already.

This is the big moment. Let's give a massive round of applause. And by the time he comes on stage, you're excited, aren't you?

You're genuinely looking forward to it. And what you want to do is you want to get people excited about the fact there's going to be an opportunity with you. So it's like in three weeks, I'm going to be launching something big.

And if you want to look at Josh's Instagram, he does this really well for UFD. It's like in four weeks, something's coming. Yeah, something's coming.

Don't have to say anything, just something's coming. People go, ooh. And they might not even like it or do anything, but they are watching.

And it's like in three weeks now, Countdown, there's going to be an opportunity. And other posts like, oh, this is a sexy deal I had. I'm looking at this 8% ROI and people are getting basically excited.

And then the last phase is the close. This is like maybe the last quarter. If that was just two weeks or three weeks, this would be similar two weeks.

And this is where you're literally taking sales. You're like, right, we're open. I've got a certain amount of investor slots, funds to allocate.

You know, this is how much I'm looking for. And on a very top level, because I don't have time to go into huge detail now, but basically this is when you're like. This is when people think you are doing sales and you will be doing sales.

But hopefully if you're if you're shaking phases works and you're seeding phases works well enough, people will already have been DMing you and like commenting, saying, oh, yeah, I'm interested. Like, let me know. Like, I can see this deal.

I like it. Give me a deal. And so you can be like what we call pre-selling people before you actually open.

[Attendee 11] (32:39 - 32:40)

Yeah.

[Adam Goff] (32:40 - 34:58)

And then what you do is the last point I'm going to make, because I'm going to come on to Grant now, is about urgency and scarcity. The only way you get anyone to buy anything is with urgency and scarcity. So you've got to create urgency as in I need the money by this date or I'm going to.

I need you to have agreed to deal with me by this date or I'm going to post it on my social media that I'm looking for the money. So let's just say you do a pre-sale. You've got an investor, someone who's interested, someone you already know.

How do you actually get them to go over the line where you say, well, you know, we've been talking, as you've seen, I'm going to be launching something in a week or 10 days or two weeks because we've spoken about, you know, you've expressed an interest about borrowing money from me before. I want to give you an opportunity to be one of my investors. I've got this deal coming up.

I'm going to be looking for a deal and I want to have funds ready before I go. I'm going to go to my social on Friday the 10th of December. It's now the first.

You've got 10 days like pre-access if you want to be involved. I'm offering it to you first because you've expressed an interest and you use the deadline of going to the open market as the urgency for them to buy. And what we do on Property Entrepreneurs, we've done 99% of our sales before we ever open.

Like when we open, we've already sold out, basically. And then when we open, we then do a short campaign where we say, right, we're open. All right.

Day three, we've already sold off our places. Day five, we've got five places left. And then, you know, day seven, we've sold out in record time.

And actually, that is what the oversubscribed campaign blueprint, when you add the two together. It's a lot of information there, but that's effectively a bulletproof selling method. And that's how you link it with a campaign.

And if you can execute that, even 50% of that level, it will have results. But you need urgency and scarcity. You need the urgency of a deadline, a timeline, and you need scarcity.

I've only got so much space in my fund. I've only got so many funds I can allocate. So, you know, once I've filled it, I've filled it.

So, you know, whether you want to give me 10 grand or 500 grand is up to you. But once I'm full, I can't take any more. So, you know, it's first come, first serve.

Get it while it's hot, basically.

[Attendee 3] (34:58 - 35:06)

Yeah, OK. That's great. One question, Adam.

Do you use Facebook adverts or boosting posts and things like that or just churn it out?

[Attendee 5] (35:07 - 35:16)

It's a good question. Honest answer is I don't know.

[Adam Goff] (35:16 - 36:00)

I don't think there's any harm in trying it. I haven't used it to great success. I think if you're doing it, you'll learn something.

I can't give you direct insight on that. But my experience with pay per click is it's very much about how niche it is and how you're directing it. So you can easily get taken to the cleaners by Facebook for 50 quid or your 500 quid or whatever you're going to spend.

So if you can do it in a really targeted way and you can get someone to help you and you can really like narrow it down, which you might be able to do, for example, in the amount or whatever. But, you know, then then go for it and you'll learn something and put it down to school fees. Because if you don't try, you'll never know.

[Attendee 3] (36:00 - 36:00)

Yeah. True.

[Adam Goff] (36:03 - 36:07)

It's probably already people, you know. Yeah. Yeah.

Yeah.

[Attendee 3] (36:08 - 36:11)

OK. No, that's really, really, really helpful. Lots of great nuggets there.

[Adam Goff] (36:12 - 36:59)

Good. Yeah. And as Claire said, I think I think what she said is engaging on the posts and stuff.

Yeah. She's absolutely right. And for example, Ted's just sold out his accountancy clients.

So he's using the oversubscribed blueprint. He sold out his clothes for the next three months. He's got 18 comments from people saying, well done for closing.

Well, no one would get comments, but it's all the property entrepreneur community or helping. So absolutely. If you've got a post or something that needs help, post it in our Facebook group.

We can all rally around. We can, you know, stick a, you know. You know, if it's an important post and you want help, ask for it.

People will come to you, come to your help. Good. Pleasure.

OK, let's move on to. So I want to give a chance potentially to someone else if they want to ask a question before we sign off.

[Attendee 5] (37:01 - 37:12)

So Grant, I believe, is is third up. Is that right, Grant? Yeah.

Hi. Good man. How are we doing?

I'm wonderful. How are you?

[Adam Goff] (37:13 - 37:16)

Excellent. Loving life. I love these calls.

Are you getting value so far?

[Attendee 2] (37:16 - 39:09)

Yeah. Yeah, absolutely. Absolutely.

From both, actually, which is good. Mine is you've already got it, but it's like a double pronged approach. So basically, me and Kay do two different roles within our business.

Kay does a lot of the running around and is very busy with her steel personality, getting stuff sorted. And, you know, I'm very top level vision, strategy, all that sort of stuff. And I personally find and have been doing, you know, to a degree, maybe not exactly as it's described in property entrepreneur, but spend a lot of time on strategy and cave time and things like that.

I have my own routine that I've been in and it's been for the last sort of 18 months to two years. So I'm very in that sort of routine of allocating time for myself and and cave time. But Kay doesn't.

And maybe this maybe this should be more for her than me. But I want to know how I could support her more to give her that time. And the double prong thing that is for me was.

I keep putting stuff I've been doing Sunday sanity lists since the three day blueprint, and I can't seem to always get through them all because they end up getting replaced with something else. And I'm not saying there's something else that it gets replaced with is less important. It's probably just as important, but I never actually fully complete the top 10 list.

I always end up doing the most important ones on there and then the less important ones get replaced by something else.

[Adam Goff] (39:10 - 39:16)

OK, that's good. Yeah. Well, you're not the only one.

Don't worry. And you're a blaze or dynamo or both.

[Attendee 2] (39:17 - 39:21)

I'm 44 percent blaze and 32 percent dynamo.

[Attendee 5] (39:22 - 39:31)

Yeah, I kind of had you in my head as a bit of a bit of a. What was I going to say? Was it cool anyway?

[Attendee 11] (39:32 - 39:33)

Yeah, blaze dynamo, blaze dynamo.

[Attendee 5] (39:34 - 39:42)

Right. So, yeah. Is Kay on the call?

[Attendee 2] (39:43 - 39:55)

She is, but she's on mute and her videos off. So I know that she's in the storage unit, so she might be doing something right now. Kay, you there?

She doesn't have to be.

[Adam Goff] (39:55 - 40:06)

She doesn't have to be there. If she's there, then that's OK. If she wants to, if she wants to partake, she can.

She might be listening. She might just be just on the call and listening later. So that's fine.

OK.

[Attendee 2] (40:10 - 40:11)

She's on.

[Attendee 7] (40:11 - 40:12)

Hi.

[Adam Goff] (40:12 - 40:13)

How are we?

[Attendee 7] (40:14 - 40:15)

I'm good, thanks. How are you?

[Adam Goff] (40:15 - 40:17)

Good, thanks. You getting stuff done?

[Attendee 7] (40:17 - 40:19)

Yeah, I am getting stuff done. Yeah.

[Adam Goff] (40:20 - 40:21)

Someone's got to do some work around here, right?

[Attendee 7] (40:23 - 40:23)

Absolutely.

[Adam Goff] (40:24 - 40:30)

Thanks for the questions, Grant. Did you know this was coming or did he sandbag you just out of interest?

[Attendee 10] (40:30 - 40:33)

It was a bit last minute, to be honest with you. Threw me under the bus, really.

[Adam Goff] (40:33 - 40:56)

I didn't throw you under the bus on the call, though. I mentioned it this morning. No, I think it's all good.

I think I just wanted to know if you were listening or I mean, do you have anything you want to add? You don't have to add anything. I mean, I can talk generally.

You know, this isn't about necessarily specific. This is about general lessons everyone can take. So this is not just about you, but is there anything you'd like to share?

[Attendee 7] (40:58 - 41:25)

Grant and I do completely different things in the business. Without Grant, we wouldn't be growing. And without me, we wouldn't be sustainable and functioning.

So it's just my role is much more active and in the day to day. And I think Grant wants me to not be so much in the day to day. And I think that's probably what he's asking is how does he support me to move up with him?

I think that's what he's kind of engineering towards.

[Adam Goff] (41:26 - 42:28)

Absolutely. Yeah, exactly. His heart's in the right place.

I completely agree. It's a great question. And it's great that you guys work together on this.

I'll tell you who you guys remind me a little bit of and that's Dan Norman and his wife, Steph. Do you know them? No, yeah.

So they're literally like literally Dan is Blaise Dynamo and Steph's like Steely Steel. And Steph came on for a couple of years now. She just supports Dan behind the scenes.

And I just get the same vibe. I don't know why I just get that same energy from you guys. Obviously, I've met you both, spent time with you both.

I just get that energy. So it's a team made in heaven. It's brilliant.

It's a great it's a great match. I think you should both stick to your strengths. You know, you don't want to try and ask someone to do something they're not good at.

So you want to just stick to your own zones. And ultimately, it's whatever you want it to be. So if you actually do actually want to be out of the noise.

[Attendee 10] (42:29 - 42:31)

Yeah, yeah, eventually.

[Attendee 7] (42:31 - 42:44)

I asked her that last night. I do like I do. I do like the hustle and the bustle.

I like to be involved. I just need to figure out a better way of being involved without physically doing other people's jobs as well.

[Adam Goff] (42:45 - 43:53)

Yeah, so I think so. Well, I think like on a very fundamental level. Obviously, the way Grant can support you is by not chucking things at you to like be like he needs to contribute.

He needs to have self-discipline to not throw things at you. So when you set a steel up for a week in an SES, which is a management meeting for the week, you give the steel what they need to do and then you don't give them anything else because a steel doesn't want anything else because they've they've now planned their week and their plate is full. They don't need to be distracted with your whims.

You know, so that grant, you're going to have to show the discipline you've shown by like working. You know, as you said, you've batched your time quite effectively. Now, your skill is to just sort of just stop and only bring up things when there's the space to do it.

I.e. if you're having like a meeting about what the plan is next week or something like that, that's the time to bring it up. And you're going to have to just be a bit more patient, Grant, because you're you're impulsive and you're going to react emotionally and want to get things done. Whereas Kay's going to want to do it when it needs to be done and in the right order.

[Attendee 2] (43:53 - 44:06)

It already happened today. I called Kay up and one of our cars is in the garage, like one of the company vehicles. And I said, oh, we need to get it.

And Kay was like, I can't think about this right now.

[Adam Goff] (44:08 - 46:44)

Yeah. So you need to like this is a great lesson for all of us in management. It's like what I was saying to Liam about like chucking the hot potato.

It's like if you just keep passing your team, whether it's your partner or your girlfriend or your business partner or your employee in the Philippines, if you keep chucking them hot potatoes, then they're just going to be in this constant state of reactive and like everything is urgent. And this is the point I wanted to come on to is like what you need to guys need to think about is the difference between urgent work and important work. And these are two different things.

And urgent is where Kay's probably spending quite a lot of her time. She's like deadline manager. She's doing stuff that has to be done.

And then there's important, which is like, for example, writing the process document for how she just organized the living cupboard or wherever she is right now. It's like that's really important, but it's really hard to do when you're only doing the urgent. In fact, it's almost impossible.

And and probably the only way to get out of that is to either pencil the first hour of the day. I call it prime time where you're working on the business. Kay, and you really what I mean by the business is on your role.

So you're starting to document your role, what you do, systemize it effectively so that you can pass it over to someone else now or in the future. So you're building assets like what, you know, what am I doing today? Well, I'm going to be reorganizing the living cupboard.

I know it's just an example, but it's like, well, how do I how do I want it done? Well, I want, you know, pillows on the left and I want bed sheets on the right. And I want and that's what I want.

I want by property labeled. And that's my system. Now I can actually give that to someone and do it.

And the only way you're going to do that is ultimately either by hiring someone to write it down as you do it. Or sitting down before you do it or after you do it and writing it down. And that's how you get yourself out of a role.

Effectively, that's how you fire yourself. So it's not it sounds easy. It's harder to do.

But you'll never you'll never get out unless you or what you'll do is you'll do what Liam's done and you'll hire someone and you'll just have to pass them an unsystemized role where it's like, well, I'm going to tell you what to do on a daily basis. You know, it's like it's just we just we just fight fires in this team. And we don't worry about operations.

We just do whatever we need to do. We just do this and we just get on with it. And that's not how you want to bring someone into the business.

You want to say, well, this is how you do the linen cover this and training on it. Now, I expect it done. And this is the KPI like I can check this at any day, any moment.

And it looks like this photo.

[Attendee 2] (46:46 - 47:27)

Yeah, I think I think what you've described is sort of the process that we've been through for the last 12 months. The trouble is, is the trouble is, is we've we've demoted someone. They're leaving and we've just recruited for an operations manager that's going to take over all of this stuff.

The trouble is, is some previous people that we've had have left because we haven't had the processes in place. So we've spent the last 12 months putting a lot of the processes in place to get them right. And hopefully the new person coming on board is going to have a lot of stuff that can be handed over to him in a way that he'll be able to follow it.

Am I right with that, Kay?

[Attendee 10] (47:27 - 47:28)

Yeah, absolutely.

[Adam Goff] (47:29 - 48:00)

Good. So you can see the light at the end of the tunnel. Like what I said about to Liam, it's like setting the bar for this new person and like.

Yeah. And then holding them to account on it, which we're going to teach you over winter and in spring. But if you bring them on before then, like obviously I can assist you, but we've covered it even on the blueprint slightly.

So it's like this is the bar. This is what I expect. This is how we report to each other.

You need to put those things in place when you bring them on board. If those people left because there wasn't the systems, they probably fell there running around. They probably didn't enjoy it either.

So it's like.

[Attendee 2] (48:01 - 48:05)

Or we hired the wrong personality type anyways for the role.

[Adam Goff] (48:05 - 48:14)

Yeah, probably. Yeah. Yeah, probably.

You probably hired someone like you. You liked. And it was like, you know, they were very chatty in the interview, but they didn't they didn't actually do the job.

[Attendee 2] (48:14 - 48:16)

Blaise has come across very well in interviews, don't they?

[Attendee 11] (48:16 - 48:17)

They're the best.

[Adam Goff] (48:18 - 51:14)

They're the best. We're the best interviewers. I swear I could get a job as a software developer.

I can't even spell software. So yeah. So just to kind of like wrap it up, I'd say for everyone here, the only way we say we can change your life in an hour a day.

And it's really, really like such a powerful statement because it means you have to do things differently. It means you have to take time out to work on the business, not in it for ideally an hour a day. And you'll start to you'll be in the business.

Now, the way I look at it is like this. You're in the business now. But in that hour a day, you're building the business of the future.

Because in the future, you'll have a team member or three team members and you'll just be a manager and you won't be doing this anymore. But right now you're here. But to get you to here, from here, you've got to do this hour, which is writing the process out, hiring them, training them.

You've got to go through this jump. And that's what PE is going to give you. It's going to give you the blueprint to do that.

So you're on the right track. Block your time. Block periods in the diary where you are going to be doing the important, not the urgent.

Grant, just back off. You know, just like back off. Help her out by doing some of the stuff.

You know, like just just don't chuck too many things at a steel. They're just they're not reactive. They're just they don't like to be reactive.

A tempo would be a bit better for being reactive. But still, it's like, no. And then with regards to your Sunday tech top 10 and the discipline there again.

It's all a game. So what you need to do is play the game with yourself and become obsessed with the top 10. Become obsessed with your top 10.

Like every day, have a task in your whatever it is you're doing for task mode. Like your top 10. Stick it on your desk.

And it doesn't change because you're always going to get behind the thing. It needs to be right in front of you. You know, it's like and your buddy, your buddy can hold you accountable.

Who's your buddy this month? Katie Harvey. Great.

Like Katie, you guys hold each other accountable. Katie's like, you know, why haven't you? Remember I said about giving feedback, like don't be a dick, but don't be a friend.

Like give it, you know, Katie needs to give you feedback if you haven't done your top 10, like you've got distracted. You know, your strength is creative, but your your shadow is you get distracted. So you're you need to bring your goal is to bring some discipline into your work and like develop that steel muscle a bit more.

So you can actually get to finish things, get things done and support K-More in in helping you guys build that part of the business. So thank you. Thank you.

You're so welcome. Very welcome. Couples counseling.

First time for me. Loved it. Absolutely loved it.

Try new things on mid-month mentoring. We've got six minutes. Would anyone else like to ask a question?

It's absolutely not obligatory at all. Adam, it's Andy.

[Attendee 4] (51:14 - 51:51)

Yes. Hey Andy, good for you. I'm a mechanic, so I love to improve things and work out how to do things before I actually go into it.

So I'm doing the homework for the SWOT analysis. I've downloaded my wealth dynamics, I've done my IQ test, I've done the sole purpose questions. But how do we do we just translate some of these strengths and weaknesses in?

Or how do we look at deepening ourselves or what the weaknesses and threats and different things like that for us so that we can complete the homework?

[Adam Goff] (51:52 - 53:35)

Yeah. Well, well done. Well done for taking action.

Well done for doing so much. Good for you. I guess you're in your flow.

Get it done. Yes. A good question.

I think one of the things that sprung to mind when you said that was we can't see our own eye. You ever heard that saying like. You will be able to do some reflective exercises and maybe you've already got your own weaknesses because you know yourself and you already know maybe where you're weak or where you're strong and potentially like what threats you've got.

But the best people to give you that advice is going to be people close to you. So I don't know if you've got friends, colleagues, people maybe you've worked with on Mastermind who could you could invite to share feedback and you could repay the favour. And this is something we did on the board retreat was we just we always set the bar and we say, look, there's no obligation to do this, but we always do a SWOT.

We invite people to do the SWOT analysis exercise over the few days and say, look, you all know each other. Why would you know why don't you invite some feedback? It's a good chance to practice and give feedback.

It's a good chance to help someone see blind spots. And you're not going to take it personally because, again, receiving feedback is not it's not a personal attack. It's like it's welcome.

It's invited. It's you might get an emotional reaction that feels like it wants to come up or you might get defensive, but that's normal and it will go away. And, you know, you write it down and you reflect on it.

But my advice would be if you're struggling is to ask people who you think will give you a. A sincere answer. That'd be my advice.

OK, do you have anyone in mind?

[Attendee 4] (53:37 - 53:51)

My wife, sister, brother, some of the people, the trades I'm working with, maybe some professional as well. So I'm just trying to gauge what I need to do. But now, yes, you've given me a direction to look into.

So, yeah, I'll go do it.

[Adam Goff] (53:51 - 54:08)

Good. Oh, that's a pleasure. I'm happy that helped, Andy.

Thank you for asking the question. Very, very good question. Listen, you're so welcome.

If anyone. I'm loving the cash. Is that the board game behind you?

Is that Robert Kiyosaki? Andy, is that Robert Kiyosaki? You've muted yourself.

[Attendee 4] (54:09 - 54:27)

Yeah, I've got I've got to cash flow game. I used to run a little mini cash flow game club in Leeds. So basically people come in.

I've teached them about how you get out of the rat race and how to understand all the different concepts. So, yes. Yes.

I think I've got free cash flow game. Yeah.

[Adam Goff] (54:28 - 55:23)

Love it. Good for you. Well done.

Yeah. The electronic version is very high value there. And I'm just going to the comments to check.

I haven't missed any questions because I haven't been able to monitor these. So Natalie looks like she's sharing the sentiment with Anthony. OK.

Yeah. OK, well, hopefully you got some value from that, Natalie. That's good.

So, yeah. Christine said, could I have a template of your EA? You know what, Chrissy, it's probably not appropriate for me to share the actual template.

I think what I'm trying to do is just basically give you an idea of the level of which I go to to document everything. So that when my EA leaves or more importantly, when she messes up, I can be like, OK, but I've set the bar because it's in the blueprint. So we know that when you put me in a Malaysia flight, it's this seat.

So it's in the blueprint. And then it's like she's like, yeah, you're right. I've messed up.

So it's it's it's that.

[Attendee 6] (55:24 - 56:20)

So after I asked the question, I thought, oh, yeah, actually, it's very cool. And yeah. And you just but it's nice to see it because it gives you an idea.

Yeah. Actually, I do so many things and I should document them and give a sort of idea. Yeah.

It makes you think what I was going to ask you, if I may, in the SWOT analysis for personal. I'm very good at finding my weaknesses and everything. But what are opportunities in personal?

Because apart from courses, I can't see it. Yeah. Good question.

And we had I think it was Claire who gave a good definition on threats. So I'm all right with that. But opportunity.

[Adam Goff] (56:21 - 57:03)

Yeah. So opportunities for me. I mean, like, you know, in my life, opportunities are things that I'm personally excited about.

So the opportunity to build my dream home in Bali, to like moving with my girlfriend at some point, like to grow, you know, to go on a personal growth journey with through work, you know, like to share my success with my family. And these are things which like I can give to the world. I can I can do more mentoring.

I can go deeper into work and help more people. Like for me, that's like going to give me a sense of peace, satisfaction. So I'm looking at things that I'm excited about when I look opportunities.

[Attendee 6] (57:04 - 57:07)

OK, but that is business as well, isn't it? I mean, I can't.

[Adam Goff] (57:07 - 1:02:00)

Yeah, for sure. Yeah. Yeah.

I mean, yes, yes, it is, of course. But you're you're a key part of the business in that sense. So when you do it for a business, you might the opportunity might be that.

Planning rights are changing or there's cash on the balance sheet. So that's a business opportunity. But personally, you can choose to be excited about about anything you want.

So it's like what's what? Bearing in mind, you can do anything, but you can't do everything. What are the things that I could do at the moment?

What like is kind of like in my path or things that I want to do? OK, and then these are things that I could potentially explore doesn't mean I have to explore them, but it's like kind of these are my options for like moving forward. Like what?

Well, I could move house. I could buy a new car. I could go on holiday here.

I could learn tennis. I could practice meditation. I could get fit.

I could. You know, it's it's things I did and happy. Yeah.

Yes, exactly. I would say that that's how I see it. Yes, absolutely.

So, yeah, open to interpretation. But that's how I see it. Absolute pleasure.

Absolute pleasure. Great. So, yeah, David's asked me if I could share the contents page.

Yes, sure. So let me just deal with the last question if I can. Go to the contents.

Yeah, yeah, yeah. So Joe, do you set the framework and your EA field in the detail or do you write it all? Good question.

So if you remember what we taught you on the blueprint about setting any system, it's like you want the methodology. So it's MAP, methodology, assets and then people or performance. So do you remember the example I use is how to make a cup of tea?

So if you say to someone, make me a cup of tea, you assume they put the tea bag in, then the water, then the milk. But some people put the milk, then the water and then give you a tea bag. And some people put the water in and then put a tea bag in.

You know, it's like even making a cup of tea is really, really got lots of different ways of doing it. So I will always set the methodology. This is how we do it.

And then maybe I'll ask them to write the methodology and then I'll sign it off. So in other words, can you build me the checklist for what you do when you onboard new property or et cetera, whatever it is, make a cup of tea. Can you just write me out how this I've described it and I want to give me a checklist and like a video showing how it's done.

That's the assets. And then who's going to do it? People and performance.

Well, what's the KPI? The key performance indicator, the stat, which is going to let me know the system's running well. And you just pick what's appropriate.

So with my blueprint, sometimes I write things out. Sometimes I voice them and she'll write it out. Sometimes she'll just write it out.

It really, I guess, depends on what I'm doing. But ideally, I get her to do most of everything. And then with credit cards, that's kind that's quite a big rabbit hole.

I suggest what you do for that one, if it's all right, is post that on the Facebook group because everybody does it differently. And that's a really good one. And Josh does it a certain way.

I do it a certain way. I'm sure Rachel does it a certain way. I'm sure people in the group do it a certain way.

So definitely post that. But to give you a sort of quick answer now. I have an Amex personal and company, which I just allow my assistant to use.

And obviously, therefore, I'm taking risks up to the amount because she can just use it however she wants effectively. So yeah, for the other things, I do an OTP to sign it off. But I have that.

I also have a wise account where I put a certain amount of cash in there, which she can spend to pay invoices. So she can for the business, she can spend on the Amex and for the business, she can pay invoices cash. So she's got like purchasing and payables.

And then for me personally, she's got my personal Amex for like flights, train tickets, etc. So I'm taking a risk on the cash I've got in wise and my credit limits on the Amex, which I keep fairly low. But to be honest, her husband's assistant just defrauded them for 20 grand.

And it made me think, you know what, I should probably change that. I've known my assistant for three, four years, but I just so that's how I do it. Josh does it and I think Josh has different wise accounts.

He does it in a slightly different way. Revolut for business. People give them a card now and then depends where the EA is and the assistant is as well.

It's like if they're in England, it's a bit easier. If they're in Sri Lanka, it's a bit harder.

[Attendee 9] (1:02:01 - 1:02:20)

Yeah, I totally get that. Yeah. Yeah.

I've just handed over quite a lot of sort of banking stuff to my EA who sits with me in the office most days and we tend to do payments on a day. I'm just wondering, yeah, with someone you've never met or you've only just met, you know, VA, it's quite different, isn't it?

[Adam Goff] (1:02:20 - 1:02:52)

It is definitely different. You definitely need to protect yourself. But equally, you kind of got to take a view on it.

It's like, well, you know, if there's a thousand pounds in a wise account and they can pay invoices or do stuff, are they and they're earning five hundred pound a month from you? Are they really going to cut their nose off to spite their face? They're probably not.

So you just take it. You just take a risk because you can't control everything all the time. You have to sometimes let it go a little bit and just go, you know what?

It's just so that's kind of my my overview. But that's definitely one to post for sure, because a lot of people get a lot of value from that.

[Attendee 9] (1:02:53 - 1:02:55)

I'll do that. Thank you.

[Adam Goff] (1:02:55 - 1:03:53)

Yeah, you're so welcome. You're so welcome. I'm going to wrap it up there.

So we've packed and I'm really glad we've got some extra questions. Don't forget next time if you want to if you want to secure a slot, post a question in advance. Maybe you've already got a question and you want to post it to Bianca now to get ahead of the game.

I don't know how it works, but you can only try. I'm glad you all got value from that. Thank you.

If I've missed any of your questions, I do apologise. I hate when people get ignored on Zoom and stuff like that. So please don't think I'm ignoring you.

Just just post in the Facebook group, tag me. And equally, if I've missed something in the Facebook group as well, tag me, retag me. My assistant checks my inbox on Messenger.

Don't feel like we're ignoring you. We haven't seen you. That happened with my girlfriend the other day.

She was in a community group paying for mentoring, you know, asked a question, didn't get it answered. And so I know what it's like. I know what it feels like.

So don't. Yeah, just just sorry if we missed you, but do do give us an opportunity.

[Attendee 8] (1:03:54 - 1:04:05)

Yes. A quick question. Really quick.

Yeah. So I asked the question, but I briefly missed out. And so should I just post it on the Facebook group or should I wait until the next mentoring session?

[Adam Goff] (1:04:06 - 1:04:08)

Ask me now, because if we've missed it.

[Attendee 8] (1:04:08 - 1:04:11)

Oh no, we're out of time now, aren't we? And I've got a meeting coming up as well.

[Adam Goff] (1:04:11 - 1:04:11)

So.

[Attendee 8] (1:04:11 - 1:04:12)

OK.

[Adam Goff] (1:04:12 - 1:04:36)

OK. If you could either post it again or just tag me, like if you tag me, Josh and Rachel, you're going to have like triple whammy. So, yeah, there's been a lot of activity in there.

Sorry. Like I said, I'm just I'm glad you raised that. Like, you know what I mean?

It's not the perfect platform for this, but we do our best. So, yes, please do post again. Yes.

When will you post it? I'll check back in.

[Attendee 8] (1:04:36 - 1:04:43)

I'll do it straight away. Yeah. It's only three slots, isn't it?

And then I must have been the fourth. So I'll post it on Facebook straight away.

[Adam Goff] (1:04:44 - 1:04:54)

Perfect. If you've got the question now, we'll answer it. And then, you know, if you want to get on one of the mid-month mentoring slots next time, then, you know, try and get ahead of it.

It might not need to wait. We can get it. We'll get it answered now.

All right, Pat.

[Attendee 8] (1:04:54 - 1:04:55)

Appreciate that. Thank you.

[Adam Goff] (1:04:56 - 1:05:05)

Of course, man. Your pleasure. Yeah.

Well, you're very welcome. Thank you, ladies and gents. I'm going to sign off.

Good luck with the rest of your day. Thank you. Brilliant.

Good to see you all.

[Attendee 11] (1:05:05 - 1:05:06)

Bye. Cheers, Adam.

[Adam Goff] (1:05:08 - 1:05:12)

Pleasure. Such a pleasure. See you guys.

[Attendee 4] (1:05:13 - 1:05:24)

Oh, actually, do you know that dinner, the dinner, supper club, there's a block booking. Do you have to specify dates or can you be any time?

[Adam Goff] (1:05:24 - 1:06:02)

No, if you buy a set of three, if you buy the six, obviously, that's all the dates that we've got at the moment. So you'll be in every one. If you buy three.

I think that I think I think it's sold out the first one. Anyway, I'm pretty sure the if you buy three, you can use that. You can use them on any dates you want.

So I would buy three. I'd get out of Bianca now by three and you can use them on any dates you want. So you'll you'll get like priority booking because you bought a block, basically.

So, yeah, just get hold of her. Yeah. Be good to get one of those dinners, Andy.

Be good to get to know you a bit better and help you out. I think you'll enjoy them. Yeah.

Thank you. Take care. Cheers.

Bye bye. Cheers, Ross. Take care, man.