**TBP 143 Edited\_Transcription**

[Daniel Hill] (0:05 - 27:37)

Welcome to the Blueprint Podcast. In these episodes, I'm going to share with you my life's work boiled down into simple blueprints that I used to build a 10 million pound portfolio and retire with financial independence at the age of 35. You can listen to these podcasts in any order, and I guarantee you that when you execute them in practice, you will see that success and failure are both very predictable.

Let's get into the next blueprint. Rewire your brain. I want to let you into a little secret that you are your biggest problem.

You are getting in the way of yourself in your business, in your life, in your brain. You are the biggest thing that is stopping you from achieving what you want to do. The good thing, however, is the brain is malleable.

In the same way that a piece of plasticine can be molded, your brain can physically be carved in different pathways to enable you to think different ways, to achieve the next level of things that you want to achieve, and actually park these issues, challenges, and traumas that are holding you back. In this podcast episode, I'm going to take you through how to rewire your brain so that the things that you're thinking on a daily basis, the scripts that you're running, are actually serving you and driving you forward and not stopping you and holding you back. This is the rewire your brain blueprint.

If you get this right, the benefit for you is you will be able to grow and develop and progress to a level that you never thought possible. However, if you don't, these glass ceilings, these false understandings, these assumptions, perceptions, rules, and scripts that you've created will just continue to hold you back, make things unenjoyable, and stop you from reaching your full potential. I talked about this in my podcast called The Meaning of Life, which was episode 26.

If you've not listened to that, go back and give it a listen. I talked about my parents' expectations and how I got to a point where I'd hit a glass ceiling, and it was really holding me back. Having broke through that, I just want to manage your expectations and let you know that this isn't going to be the final destination and the end solution of breaking some secret code.

When you get out the other end, the reality is that every level has another devil. As you become the higher-performing individual, as you become the more wealthy entrepreneur, as you become a much better friend, partner, parent, you get to this next level, and you find that although you've shaken off all those issues and challenges and restrictions, actually, every level has another devil, and you'll constantly be using this to move forward. I would credit this to a lot of the things I've achieved over the last 10 or 20 years.

I've been doing it for 20 years. I've been teaching it for a decade, and this is a key part of the Property Entrepreneur Blueprint that we use every year. If you've not already listened to my Year Of, which I recorded in January, go back and listen to the podcast episode called The Year Of.

In there, I talk about what my Year Of is for this year. This is all about rewiring your brain. One of my rules this year is called Rewrite the Rules, Rewire Your Brain, and without a doubt, it's the thing that takes me to the next level every time.

I spoke at the beginning of this podcast about my parents' expectations. In 2021, I went back to the business, running a big national company, head office in Nottingham, eight offices around the UK, and lots of teams, senior management teams, HR departments, big company environment. I had lots of challenges running a big company.

As soon as it got over about 30 people, my skillset was probably a law of diminishing returns. That's really the point for me to pass the baton on with companies of that sort of size, go from being an entrepreneurship startup, scale up to being a big, end up getting bought out by an investment company that go on to take it to the big national corporate realms, which is exactly what they're doing. Then what I did was I took some time off.

I realized that when I took some time off, I still had this really hard work ethic. I was like, why, even though I wasn't in my flow, I wasn't doing the things that I was good at, was I still working really, really hard and it wasn't really serving me? Why, last year when I did my 12-hour work week, was I still had this mindset running in my head that I had to be busy, I had to be visibly productive, I had to be out there growing, achieving, driving myself forward, working hard.

Why was it? And I realized that this was an issue for me. And then what I did was I had to rewire my brain.

And what I did was I used this blueprint to rewire my brain. And now that challenge that was holding me back has now been resolved. And now I'm on to the next level where I'm looking around every single opportunity, how can I rewire my brain on these various things?

And this is what I'm going to take you through in this podcast. My promise to you is there's three steps to this. And I guarantee you, it will fundamentally change your life, change your business, change your personal development journey.

There's three steps, which is basically to acknowledge. So the same way, the first thing about any personal development is you need to know that there's an issue, challenge, problem, project to work on. So acknowledge it.

Second is to address it, understand why does it do that? Why have I done it? Where did I get it from?

Why is it not serving me anymore? And then the third is to resolve. So acknowledge, address, and then the third is to resolve.

We use this every year on Property Entrepreneur to create our year of our personal objectives, our professional objectives. And it basically means that every year on Property Entrepreneur, those of you that are doing the program or are going to do the program with us this year, starting in October, every year of your life becomes a chapter of a book. Well, it's going to be that anyway.

But we want to write the best book that's ever been written. We enjoyed it. Every chapter was a page turner.

And the only way we can do that is by going through this process. A couple of years ago, the winner of Entrepreneur of the Year 2020 or 2019, I think it was, was a chap named Ben Kilner, very successful guy, won Entrepreneur of the Year, Property Entrepreneur of the Year. And when he accepted his award, somebody asked him, what is the one piece of advice you would give to those of us in the audience that would like to achieve the progress, results, and success that you have?

And he said, the first time that he ever met me, it's the first time I ever met Dan, I asked him the same question. I said, what would your biggest word of advice be to me? And my advice to him, which I'd actually forgotten, which is ironic, I'd actually forgotten was, if you want to go to the next level and really break through to operate at the highest level of performance, you need to rewire your brain.

And what it did was it reminded me that the way I've achieved what I have for my life is I've not taken, I've not half asked anything. I've not taken it as a given. I've not rested on my laurels.

I've rewritten my brain. And whether this is doing bodybuilding, which is all about rewiring your brain as to looking for pain as progress, rather than pain as a prevention. When you start training and you need to break into that void, you get into that mindset, you have to rewire your brain, whether it's weight gain and bodybuilding, or it's weight cutting and doing a diet and a body transformation, or it's scaling a business, or it's reviewing finances, or it's your attitude around saving money and spending money.

It all comes down to rewiring your brain and doing those things as disciplines for long enough for them to become habits. And this is part of this blueprint. So if you can use this blueprint, I would say, trust the process, go through it and just trust me, it will absolutely work.

What I want to encourage you to do is to challenge your perceptions and challenge your assumptions, because most of them are wrong and they're not serving you. So what do I mean by this? Well, challenge your assumptions.

You assume certain things, you assume you have to do certain things on a daily basis. Have a think about it now. What are the things you do that you assume you have to do, or the perceptions you have of how others view you, or your perception of what you have to do in business to be a success?

But have a think about those now while we're on this podcast. What are those assumptions and what are those perceptions that you believe to be true? So one for me might be something like, I need to work hard.

I have to work hard. That's an assumption I have. It's a belief that I have.

It's a value that I hold dear to me. I need to work hard. Or I need to be visible.

Back in the day, I need to be visibly busy. My team needs to see me busy. I need to be the first one in the office.

I need to be the last one to leave. For all these things, I rewired my brain to believe to be the case. They became my rules and the wiring of my brain.

And they serve me really, really well. But then as you move through the levels, they go from serving you, from being of service to you, to being a sacrifice. And you actually have to sacrifice towards them.

What are these things that are running in your head and stopping you from breaking through to the next level? They're the things that are getting in your way. So challenge your assumptions, challenge your perceptions, because most of them are wrong and they're holding you back.

They serve you and then they make you sacrifice. So the six steps to this blueprint, the rewire your brain blueprint. The first is to acknowledge them.

So what we're going to do is make this list. It's like, what is not working for you in your life? Have a think now about the things that are not working for you in your life that you know they're not working.

You drink alcohol excessively. Whether excessively means twice a week or it means twice a day, whatever that means for you. You haven't got a handle on your alcohol consumption.

You overeat. You order takeaways. You've got into the habit of I'm too busy to cook and go shopping, so I'm going to order takeaways.

I'm too busy to go to the gym. I'm addicted to my phone. I'm addicted to social media.

I spend hours scrolling through Instagram and TikTok. What are these things that you want to acknowledge? When I say you're the biggest thing that's holding you back, what are those list of things that you do that you're not proud of?

They're not productive. They're not adding value. But regardless, they're bad habits and you're doing them.

So what are those things? We want to acknowledge those things. It might be overworking.

It might be underworking. It might be being too productive. It might be being too lazy.

What are those things? Then we want to do is address them and say, right, well, why is this happening? Why are these things taking place?

So if I think about the one example I gave you, my work ethic was the problem or my phone being addicted to my phone is an addiction I keep falling in the hole of. Obviously, it gets better with time because you know when to pull the cord, which I talked about on a previous podcast. So my work ethic, social media.

So why is that? So why do I have this work ethic? I've acknowledged that I've got an issue.

My work ethic is not serving me. I want to chill out, but I feel like I have to be busy, visibly working, productive. Why is that?

And my phone, why I'm addicted to my phone. Then we address it and think, why is that? Well, my work ethic, I actually had some hypnotherapy done and I was actually chatting to my driver about it on the way to the studio today, talking about the power of things like hypnotherapy, basically walking down the stairs.

And it will take you back to why, obviously, most of the things that we do, most of the beliefs we have, the things that we do, most of our traumas are from our childhood. Hypnotherapy is a great way to go back there. But equally, just logic reflection can get you there.

Time to sit there and think, right, I need to address this. What's the issue? My work ethic turned out it was due to my parents' expectations, or at least my perception of my parents' expectations, which is a really important point.

Again, go back and listen to the Meaning of Life podcast, number 86, and it will tell you about that. So being on my phone, I'm addicted to my phone. Why is that?

Well, the phone is created to be addictive. Billions of pounds are spent every year on making apps that ping, on making the phone. I mean, my phone's in black and white on the lowest screen contrast, and I still find that addictive.

If you've got it ping, ping, ping, ping, ping, you've got the volume on, you've got the screen in full color, you've got the light turned up, you just do not stand a chance. And I was like, why am I addicted to it? I was like, well, the reality is I'm set up to fail.

You know, the reality is it is made to be seductive. And actually, in order to have a good relationship with my phone, which just sounds like it sounds sobering and it sounds sad, but the reality is pretty much every single one of you listening to this will know what I'm talking about. The amount of hours you waste in a day, a week, a year, a month, years in your life, you know, it's just the way it is.

So how do I address it? Well, it's like, well, what is the problem? The problem is I don't have any rules.

I don't have any discipline. It's on my desk when I'm trying to work. I've got WhatsApp on my laptop.

There's all these reasons as to why it's addictive. So I'm like, right, I need to address it. I need to put rules in place.

I need to not have my phone on my desk. I need to not have WhatsApp open on my laptop all day when I, you know, when there's seductive messages and notifications and groups to get involved with. The trivial stuff that we do on a daily basis to distract us is business development, not business distraction.

We need more of. So then you need to address it and be like, right, it was because of my parents' expectations. It was because of the phone is seductive, addictive.

It's a trap. And then the third is resolve. You know, how do I resolve it?

So it's like, right, well, what we do here is this is the whole rewiring your brain bit. It's rewrite the rules, reset the bar, and then rewire your brain. Jumping into this episode real quick.

If you are already a high net worth individual and you're making over £100,000 a year and you want to understand how to use the living off the steam blueprint to build out your financial fortress, I'm running a private mentorship for a maximum of 12 people starting on the 21st of April. It's £5,000 plus VAT. It will take six weeks to complete.

And if you send me a message on Facebook or Instagram, I'll send you the document. You can read through it, see if it's for you, and I'll work with you direct. And for those of you that want to get into that position where you are making six figures a year, you do have a seven-figure net wealth.

From the 5th to the 7th of June, we run our first three-day event of the year, our three-day blueprint event at the Belfry Golf and Spa Resort. If you go to www.property-entrepreneur.co.uk and click three-day event, the three-day blueprint, you can learn how to use these blueprints end-to-end with the 12-month cycle that we use. And at the end of the three days, you'll walk away with everything you need to put this into practice to ensure you are building a seven-figure net wealth with a six-figure income in a business that you actually enjoy owning.

Let's get back to the episode. So look at those rules and be like, well, what are the rules? Well, the rules for work ethic is I want to work.

I love work. I enjoy work. I've done periods of no work, and I've done periods of loads of work.

I actually really enjoy work. I do it for fun. I don't do it for money, although I'll take it.

I enjoy the process. And it's just the way I choose to spend my life. But I don't like overworking.

And when my work ethic overthrows me, I don't do it. So how do I do that? Well, my rule is I understand now that it's no longer my parents' expectation.

It's my expectation of myself. And I got that from my hypnotherapy, which is the understanding, rewiring the brain. I also got it from a book called The Way of the Superior Man about parents' expectations for men or masculine.

It's also the masculine and male relationship with fathers or father figures or mentors. It's that masculine, masculine energy. So I understand it now.

Rewire my brain. They're trapped. They served me in the early days.

Don't serve me anymore. I know why I had them. Rewire my brain.

Reset the bar. These are my working hours. I don't work on these days.

I'm off the grid Monday and Friday. And I'm only available between these hours. That's rewriting the rules.

Resetting the bar is then telling everybody, right, just so you know, Monday and Friday, I'm now off the grid. Tuesday, Wednesday, Thursday, I'm available. I take in my calendar, it says I take calls on Tuesdays and Thursdays.

I don't take any calls or meetings on a Monday, Wednesday, and Friday because I don't want to be available all the time. I don't want to be in meetings all the time. I don't want to be working and connecting and addicted and connected to messaging and available all the time.

I need to prioritize my own work, value my time, and the work that I've got to do over supporting other people, being actively available, getting caught up in the day-to-day movements. I need to build the runway, focus on what I'm good at, dedicate my time to my work, not other people's. And then that focuses my work ethic, makes sure I'm not overworking.

Same with the phone. Flying back from Turkey at the weekend, I was like, right, end of last month. I had to pull the cord.

Again, this is the last podcast to understand what pulling the cord means. I pulled the cord, saved myself from a close encounter, and rewrote the rules. So, right, what are the rules?

Well, it's four intense workouts. It's completely clean diet. It's matching my macros.

It's sleeping, having my sleep window of 8 to 9 p.m., getting up quite early. Well, every time I naturally wake, I don't have an alarm clock. That's the rule.

Don't have an alarm clock. Don't go on my phone before 10 a.m. That's the rule. Do not pick up my phone before 10 a.m. Do not be on my phone after 6 p.m. These are the rules that I put in place, and now I've got a 28-day challenge to reset the bar. That will then rewrite and rewire my brain, and then it will completely reset where I'm operating because I've rewritten the rules. You get into a point where you feel like you have to check your phone as soon as you wake up. Well, now, no, the phone is off till 10.

I don't take it. I don't have a phone in the bedroom. I haven't done for years.

It's locked till those hours. I'm not available. And it goes off at the weekends.

My work phone goes off at the weekends. If you're not listening to the BatPhone Blueprint episode 132, episode 132, if you're an established entrepreneur that's genuinely making good money now and you're running the company and owning it rather than operating it, I can't see why you have—and you're out of that exciting first period—I would say it's good for business, not bad. And it's good for your life to have a business phone and a personal phone.

Business phone goes off on a Friday, back on on a Monday or Thursday, Tuesday, whatever day you decide. And that's that. And then you have a private phone for the weekends.

Again, just rewriting the rules, resetting the bar, and pushing it through. To manage your expectations, this isn't going to be an easy process. Again, listen to the BatPhone Blueprint.

That will explain it to you. Also, if you're not listening to the Fire Up the Flywheel Blueprint, that will explain to you the three phases of the flywheel. The first is going to be really hard.

Cold turkey. Turn the phone off on a Friday afternoon and feel like, oh my God, the world's ending. I've got to turn it on.

And I remember the first time I did it last year when I was getting back into the habit, and the first two or three weekends were really hard. I was thinking, I wonder what's going on. I wonder if the world's ended.

I wonder if people are trying to get a hold of me, but they can't. And then now it's just standard practice. The idea of going out on the weekend with my family to a social, just being on my own with my work phone, is alien.

Whereas 12 months ago, it was an addiction. It's really this whole rewire the brain thing. Level one is going to be really hard.

Level two is you start to see the successes. You start to enjoy it. You're getting motivated by it.

And then level three is the momentum. It's running. It's all basic.

It's all running. It's just now the standard practice. You're in the flow.

You're enjoying the process. And then the aim of the game is to stay there and not fall back. Obviously, same as anything, going to the gym, losing weight, not drinking alcohol, not turning your phone on when you've gone without it for so long.

You start to think, you know, what harm can I do? I'm going to turn my phone on on the Saturday. Just see how everyone's doing.

What harm can I do? I'm going to go out and drink rather than drive this Saturday night. And then that's death by a thousand cuts.

It starts. That's the beginning of the pendulum swing. Let it swing and then pull it back.

And we're all human beings. It's just the rules of rules of life. And that's it.

Like, pretty much like the acknowledge it, address it and then resolve it. You know, set the 28 day challenge up. Once it becomes a discipline, it then turn into a habit.

And then it's just locked into place. Have that routine, reset the bar, rewire your brain and just do it one at a time. The Batafone Blueprint podcast episode 132 is a really good example of that.

Go back and have a listen. And then a few top tips to finish. The first is bend the rules, but don't break them.

And what I mean by this is don't try and put a solution in place that actually creates another problem. You know, if you're very busy in your business and you need to be available five days a week to help the team run the company, don't start saying that I'm only available between 12 and two Tuesday, Wednesday, Thursday, because that's just not right for you. Or if you say, you know what?

You know, I find it really challenging dealing with clients. I feel like I have to talk to all the clients, but it's holding me back. Now I'm not going to talk to any clients.

And actually, 80% of the clients can talk to your team. That's fine. But 20% of your best clients, your highest value clients, the ones that have been with you since day dot, you do that.

And then they all decide to leave because you just sack them off overnight. Just have that self-awareness, have that acknowledgement and be aware of what's going on. Yeah, you don't want to put a solution into a problem and create a bigger, bigger problem.

So bend the rules initially, don't break them, push it a bit and see where you get to. Next one is a circuit breaker. Like the easiest way to go to break the rules and to rewire the brain and reset the bar and break the rules or push through these glass ceilings is to circuit break.

And what I mean by this is don't go from there. Obviously, there's a tapering element, but what I mean for like your phone or social media is like, I'm not going to have, I'm addicted to email on my phone. Well, I mean, I've not had email on my phone for years.

Delete the app and you'll be like, ah, I can't believe it. A circuit breaker would be just rather than say, don't go on it, delete the app, delete the app off the phone and go through that circuit breaker. If you're addicted to your phone or social media, turn it off at the weekends, put screen locks on from 8pm to 6am.

But do a circuit break and to go cold turkey, break the chain and then, you know, rip the plaster off basically. And then finally is set some challenges and just habit stack. Do these one at a time.

So first of all, it's the phone. Next, it's constantly being available seven days a week, 12 hours a day. You know, do these habit stack.

Start with the easy ones. I don't have sugar in your tea. Don't eat junk food, whatever it is.

Don't have your phone in your bedroom. Rewire your brain. Do these, start off with the basic ones and then stack them up and start to do the more significant ones like your mindset, your attitude to communication, your perceived expectations of other people, controlling your emotions, but not absorbing them.

You know, take all these things on board, all these perceptions, all these assumptions, challenge them and find out which ones are wrong. And then just build them up doing one at a time. Slow and steady wins the race.

Stack them up. And I would also in my journal at the back, I've got a page called challenges and perceptions. And when I find one and I break it, I write in the back.

So one recently was like, you get what you ask for. You know, if you don't ask the question, the answer is always no. Whereas sometimes I would feel uncomfortable just because of the person I am asking people for something I want.

An example was I was getting a massage the other day at a spa day or retreat and they had a heating mat on and it was quite warm, but it's probably a little bit too warm for my liking. But normally I wouldn't say, oh, could you turn the mat down? Because I wouldn't want to interfere with them.

I wouldn't want to tell them how to do their job. It was a personal preference and I wouldn't want to ask. I acknowledge that that's an assumption and a perception that's probably wrong.

So I just said, would you mind, I find the blanket quite, you know, the heated, whatever it is, mat, mattress, quite hot. Would you mind turning it down, please? And they're like, absolutely sir, no problem at all.

Anything else? Is the room okay? You know, would you put any darker, lighter?

And it was completely genuine. You know, they're people of service. They want to do a good job.

People actually, when you get in the mindset of people can only do a good job if you tell them what you need and you give them feedback and you do it in a suitable way, then it's collaborative, it's value added and it's okay. So I wrote that down, you know, you know, you only, you don't ask, you don't get, or you know, or rather you get what you ask for. And it's just these sort of things then record it just for, uh, for the future.

So I hope you enjoyed that. And I would encourage you, this is one of those episodes I would encourage you to share with like friends and family and your life partner, because this is holding back your relationship from getting as, as progressed as it can. It's holding back your growth as a individual, as a partner, as a parent, as an entrepreneur.

These are the things that are holding us back. So share it with everybody. It applies to every single one of us.

Nobody's going to take offense to it. This is literally what you use to break through those limiting beliefs. Those things that keep you up at night, that run through your head, to stress you out the weekends, that upset you, that frustrate you, that irritate you because that you live in your head, basically, but you live in your head.

Nobody else actually cares. Everybody else is busy living their own life, doing their own thing. They don't actually, actually care.

And these things are holding us back. So rewire the brain, use this blueprint, rewrite the rules as to how you live your life, how you run your companies, and then reset the bar. Go out there, do some challenges, break some circuits, reset the bar.

And if you're enjoying these podcasts, again, share, subscribe, put it on your social media, your WhatsApp group, your Facebook, and I will see you on Tuesday for the next episode. Success and failure are both very, very predictable. Thank you for joining us for another episode of the Blueprint Podcast.

These are released every Tuesday, and I do not want you to miss these blueprints. It's my life's work boiled down into simple, easy to use, and free blueprints that you can get every Tuesday. Do not miss another episode.

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