**TBP 195 Edited\_Transcription**

[Daniel Hill] (0:05 - 30:36)

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. One of the things I hear consistently from entrepreneurs is that they're fast growth, they're energetic, they're a million miles an hour, they're busy, but they still don't feel like they're actually getting anything done. In this podcast episode, I'm going to show you that silver bullet that's going to actually get you moving from the urgent in your business that's eating you alive to the importance in the business that's going to actually get you to move forward.

Working on the business rather than in it is where the value is created, however, we know that as entrepreneurs, you're busy, your business is noisy, and most of the time you're just getting dragged into the weeds. In this podcast episode, I'm going to take you through two things. The first is cave time, the second is prime time.

Put these two things together, and I guarantee you, you'll fundamentally outpace every single one of your competition without having to do extra work, extra energy, or extra effort. In this podcast, I'm going to take you through these two things. We have cave time, and we have prime time.

If you don't use these things, then you will just be another busy entrepreneur who's just trying to run their business, keep their clients happy, turning the tap on with one hand, and keeping the water in the bucket with the other. However, when you know how to use this, you'll work on your business rather than in it. You will carve out specific times of the day and the week to work on the important rather than just getting carried away with the urgent.

When you compound that up over hours and days, weeks, months, and years, the progress you'll make against your competition will be fundamentally game-changing. If you think about cave time, this is all about considering the problem and coming up with the idea, whereas prime time is all about actually building the solution and executing on that idea. Now, most entrepreneurs don't find the time to even think about the big picture or the problem or the idea, let alone actually dig deep, build it out, and put it into practice.

This is a blueprint you want to use to enable you to do that. So we'll start off with cave time. And cave time is one of the blueprints that we teach on Property Entrepreneur.

We spend three months every year, October, November, December, doing this. And we have a series of 14 different exercises that we do in our journals for the 12 weeks of autumn. And at the end, we have a solid strategy for the year ahead, which we present our January strategy days.

And that means that we're absolutely clear on what we want to achieve, how we're going to achieve it, and what it's going to be like when we get there. Cave time is a more creative part of the process. And it's taking time out of the day or the week or the month to think introspectively, to think deeply, to think creatively, and to come up with ideas or solutions or new products for your business.

The reason it's called cave time is it's like being in a cave. So if you think you're going to turn up on a daily basis at your business, sit at your desk, or whether it's at your house or in an office, and you're going to have the focus to be able to do high value work, you're mistaken. Because the reality is, you're going to have the pings, the dings, and the tings, you're going to have your team interrupting you, you're going to have WhatsApp going off, emails, Slack.

The world is just going to eat you alive. So what we need to do for cave time is put yourself in a cave. And a cave isn't at your desk, in your house, in your office.

It's not at the normal place to work. The cave is somewhere you choose. So to choose a cave, you want to choose somewhere that's away from your normal working scenario.

Energy comes from environment. So you want to choose a different environment to get a different energy. It wants to be somewhere you want to work.

You want to make this... Well, it doesn't have to be painful, it doesn't have to be challenging. You want to choose somewhere you want to work.

So it might be like a hotel, or a restaurant, or a coffee shop, a library, the cafe area, at your gym, wherever. Choose somewhere where you're away from the distractions, away from the office, away from the noise. And the reason we call it a cave is because you're blocked out from everyone else.

And you don't have any distractions. So no emails, no WhatsApp, no mobile phone, no team members. You're basically off the grid in the cave.

And then what we do is we work on the creative stuff. And what we do is we want to think about the problem. So let's say you've got a problem in the business, and you need to solve it, or you've got a challenge coming up, or a project.

So let's say you've got a marketing campaign, or you need to create the sex appeal for your next product launch, or you're thinking about writing a book, and you don't know what the book might be. Basically, the cave time is all about the creative thinking process. It's coming up with the idea.

And what we do is we want to sit down in that cave time session. Now a cave time session could take 10 minutes, or it could take up to 90 minutes. And the idea is you sit down intentionally with a topic, and you've just got the space, the time to actually think about it.

So I was doing a cave time session this morning. This is being recorded in October, for those of you that listen to it later. October, November, December is all about autumn.

It's all about cave time. It's all about the journal. So we get the journal open, put a topic at the top.

So for example, this morning, I was doing Success Is, which is one of the ones we teach on Proper Entrepreneur. And I'm just thinking, what is success for me in the year ahead? And what does success look like?

Success is working in the garden. Success is having a low base rate of stress. Success is doing high value activity.

Success is working with high value people. Success is having breakfast or lunch meetings with peers or people who are above my level who can take us to the next level. Success is...

And you just go through these ideas of what success could be. And then we boil it down. We progress it.

We come back to it. But you want to carve out this space to have that opportunity. So if you think about the sort of things you're going to do in cave time, it would be things like coming up with new ideas.

So let's say you have... Let's use the podcast studio. So the guys that run this studio do all of our...

Let's say they want to come up with a new package for doing podcasts. So they want to do a package for doing podcasts where you get your studio time, you get your editing time, you get a certain amount of clips. You'd want to come up with that as an idea.

You wouldn't create it on the fly or at your desk or in the middle of a day's work. You'd go to the coffee shop with a pad, piece of paper, a journal and say, right, what was it going to be? What sort of clients do we want?

Do you want clients who are going to spend 10 grand a month or do you want clients who are going to spend two grand a month? Is this going to be a bespoke product package where you can change it and you can add on or is it going to be a scalable package, a standard package where it's set? What's it going to include?

If the budget is going to be five grand, what's the margin going to be? If the margin is going to be that, what's the operating budget? And if the operating budget is going to be that, how much editing time is there?

And if there's that much editing time, how many reels are we going to get? How much footage do we have? How long can the podcast episode be?

What extras can you add? And this is all that creative process of creating products. So let's say you're thinking more bigger picture.

So let's say it's the autumn period. We're starting to think about next year and we're thinking, right, well, next year, what do we want to do? One of the exercises, in fact, if you want the list of exercises, some of the exercises that we do on Property Entrepreneur, if you just send me a direct message on Instagram or Facebook saying journal, I'll send you an article that I wrote recently that's got a list of some of the journal topics that we use to do cave time with.

And you might be thinking about next year, so you might think, well, what do we want next year as a company? And this could be a cave time session in the journal. And one might be successes that I talked about earlier, or another one might be more or less keep.

So more or less keep is all about what do you want more of, what do you want less of, and what do you want to keep? And again, you couldn't do this. You could do it on a bus.

You could do it on a train. You could do it on the tube. You could do it in the back of the car if you're being driven, as long as you're not being distracted.

But you're just taking some time to start right now, right, actually, what do I want more of next year? And you start to get the vibe that this is introspective work. It's deep work.

It's not distracted work. It's not urgent stuff. It's important.

It's just starting to think introspectively, like what do I want more of in the year ahead? What do I want less of in the year ahead? What do I want to keep?

And what you find as you go through these exercises is you start to get clarity that you haven't previously had. You would have known it anyway. If anyone would have asked you the question, you'd have known, but you haven't taken the time to acknowledge it.

You haven't to consider it. You haven't taken the time to acknowledge it, and then you haven't taken the time to appraise it. When you do those three things, it allows you to get clarity on what you actually want from your life, what you actually want from your business.

And this is the power of cave time. This is the power of journaling. And if you think this is, you know, some people say, you know, entrepreneurship isn't about like woo-woo, meditating, journaling.

If you look at some of the people in history that journaled, some of the biggest names, take Marcus Aurelius, who was like the most powerful man in the world. He wrote a whole journal, which has now been published called Meditations, where he had conversations with himself. And this is what cave time is.

It's thinking about the idea, thinking about the vision, the future, doing the creative. And when you start to have this process with yourself on your own, it's basically like being your own coach or being your own mentor and taking you through these deep spaces. And when you've got that information, you can start to strategically think.

And again, this is why it takes 12 weeks on Property Entrepreneur and why we do the same process every single year, is because when you go through that, you'll be like, right, I want more of this, I want less of that, I want to keep it. This morning, I finished, I closed the journal, I came to the studio to do some work here. And then I might be sitting here thinking, do you know what, I'm sitting here, I'm not, but let's say I sat here afterwards and had to write the show notes for the podcast.

I might sit here and say, do you know what, I'm not enjoying this, this is not a good use of my time. Next year, I want less of this. And I'll quickly grab my journal out of my bag and I'll say, oh, I didn't think about this earlier and I add it.

And the reason we do it as a process is you need space to create it, it's the cave time, the creative, time to actually consider it, play it out, time to actually allow you to go into the exercise. And then the third bit is time, you need to let it ruminate and you'll wake up in the middle of the night and think, oh, I should have added this to my cave time session, open the journal up and you'll add it. You'll be going through your day and say, do you know what, I absolutely loved, like yesterday I did this deep bit of work and I absolutely loved doing it, I actually wrote down on my piece of paper, absolutely loved that.

And then in my journal, under more, I put deep high value work because I just love doing stuff that I actually put deep, high value work that challenges me because I had to do this piece of work yesterday, it took me 90 minutes and I had no idea how I was going to figure it out and it really pushed my brain to think strategically. And I loved it and I was like, you know what, I want more of that in my life. So it's in my cave time, it's in my journal.

And then as I visit that through the coming weeks and months, I'll obviously build it out more and I'll be like, right, I want more of that, it'll make my short list, then it'll make my objectives for the year, then it'll make my year of, and all of this filters, then my year next year will be what I came up with in the cave. So it's just absolutely game changing stuff that allows you to live a life by design and a life by intention, not just rolling around doing the same thing day in, day out. Because that's, you know, that's not good for anybody.

A few other things you can do in cave time. So I suppose the prompt here is think about where you want to go and when you can do it. So Saturday, if you're already busy Monday to Friday, Saturday afternoon, Sunday morning, whenever, go out for an hour, two hours to a coffee shop, a pub, you know, anywhere, go and sit on a park bench wherever you want, go sit in a room in your bedroom in silence, sit wherever you want, choose somewhere to go, choose a time to go and actually do it.

And then think of, and here's a list of things, ideas. Now what ideas do you need to come up with? Is it a new product?

Is it a new marketing campaign? Is it sex appeal? Think about the vision, you know, what's the vision for you?

What's the vision for your company? What's the vision for what you want from life in the next few years? Anything you need to be creative over, it's a good opportunity to explore options.

So let's say you've got the option to do something at the minute. You know, you've got a client here who wants you to work with them. You've got a client over here.

You don't know which one to go for. You just explore the options, go into the detail, figure out which one, you know, weigh it all up. Another one is conversations with yourself.

So have a good conversation with yourself. Oh, today was a great day. Why was it a great day?

And just start to acknowledge, you know, I had low stress. I'd slept properly. I ate a good breakfast.

I trained in the morning. Or today was a terrible day. I hated today.

Why was that? Why did I hate yesterday? Why did I hate today?

I was busy. I didn't plan my day out. I overcommitted.

I did loads of work, but didn't finish my to-do list. So I felt like a flop because I was focusing on the gap, not the gain. You know, you have conversations with yourself.

Equally in your business, you're going to have problems, right? You know, there's always going to be something in business. Something's always broken and it's never finished.

It's just the way business is. If you want to have a world-class business. And when you have those problems, it's taking your time in the cave time.

So have some cave time. Get your journal. Say, right, I've got a problem I need to deal with.

It is a complaint's come in from a client and I don't know how to deal with that. You know, complaints come in about X, Y, Z. What's the solution?

Well, what you can write at the top is 30 ways to solve this problem. And then what you write is the problem. Had a client complaint.

And then what you do is write numbers one to 30 and write out 30 ways to solve the problem. The first five to 10 will be a piece of cake. 10 to 15 will be a bit more challenging.

15 to 20 will be almost impossible. And I guarantee you, by the time you get to 20, 21, 22, you'll have five or six world-class solutions to the problem. It's just the fact you've got in the cave, you've taken the time and you've looked for the solution.

Or like you've got a deal and you need to raise a million pound in five days. 30 ways to raise a million pound in five days. Speak to my friends, speak to my family, go on Facebook, speak to my investors, get bridging finance, refinance one among unencumbered properties, explore options, EDCs.

You just start to run through the list and you get the solution. But again, it's all about space. Cave time is all about space, creating the space to do it.

Time, 20, 30, 60 minutes to do it. And then time to ruminate. Space, time, and time.

Coaching yourself, mentoring yourself, asking yourself those questions. Playing the game is a great one. If you have cave time once a week, so we call it Sunday sanity on a Sunday, 30 to 90 minutes to plan the week out.

Deep work, create a title for the week. This week's going to be about world-class wins. And everything I put out the door this week is going to be world-class.

Or you might give the week a title, which is clear the decks. It's the week before you go on holiday. And what you're going to do is you're going to clear the decks.

And then in your cave time, you create a to-do list, you plan your days out, you have your mornings, your afternoons, your dinners, you just plan all your time out. Gamify the week, the month, the day. We call it Sunday sanity on the program, the game of four quarters on advanced.

What do you want from life? Who are you? What's holding you back?

Thinking about goals, targets, plans, all of these sort of things. And these sessions will last up to 90 minutes, can be as short as 10 minutes. You can do it in the morning.

You can do a lunch. You can do it on the bus, in the back of a car, whenever. Any opportunity you've got to get the journal out can be cave time.

And then just remember, you're going to update it as you go. You're going to do that initial brain dump, which is your conscious mind. And then once you go away and think about it, sleep on it, get distracted with other stuff, your subconscious will then clock in and you'll dream about it.

Or you'll wake up in the middle of the night and think about it. Or you acknowledge, oh, I want more of this next year. And you'll add it to your journal.

That's basically what cave time is. So it's deep, introspective exercises and activities where you've got the space to actually think about the high value, the important ideas of what could take you, your business forward or how you overcome the problems and the solutions. Now that's the fun bit, cave time.

Creative, completely let yourself go. Think big, go crazy, do whatever you want. But then the reality is there's loads of dreamers.

There's loads of broke entrepreneurs. There's loads of people with fantastic ideas, but never actually progress or achieve anything. The reason for that is ideas are ten a penny.

Execution is everything. So we need to actually execute. And what execution is, is the second half.

So if cave time is the idea and exploring the problem, then prime time is where you actually solve it. You actually do the solution. And this is the actual execution.

So it's the same sort of setup. You want to be off grid. You may well be at your desk for this, but you want to be disconnected from your phone, disconnected from your email, Slack, WhatsApp, phone off, email off, completely locked in like you're in a cave.

But it's prime time. And prime time means you're doing high value projects, high value work. And you're actually getting the stuff done.

You're doing the heavy lifting. Now, these will be maybe more like 30, 60, 90 minute sessions. It's like the one that I told you about yesterday, yesterday morning, 90 minutes, had a real complex thing I needed to work on.

And I sat down, had no idea how I was going to solve it. Didn't really want to get going. Like, oh, you know, maybe I could leave it till tomorrow.

Probably should do some of this more trivial stuff, blah, blah, blah. All of that human tendency that gets in the way. But I didn't.

I started. I opened the spreadsheet. I looked at it.

And once I'd broken the back of getting the first five minutes into it, all of a sudden I'm flowing. You know, I'm getting onto it. I'm gaining momentum, making progress.

It's coming together. New progress here. Solution there.

Build that out. And 90 minutes later, I had a spreadsheet. I had all of the assessments, the ratios, the distribution of the costs, action list for the team, dates that the key things needed to go out.

And all of a sudden I'd created a project that is worth thousands, if not tens of thousands of pounds. Just a huge, huge value add in 60 to 90 minutes because I've found the time to actually execute it. Previously, I thought about it in cave time.

How am I going to do it? What are the options going to be? Could somebody else do it for me?

Explored all that. But the prime time was actually locking in and getting it done. So you're locking yourself away.

And we're cave time. We call it cave time because you're in the cave. Prime time, what we call is like the asset factory.

So prime time is where you're creating assets, creating IP. You're working on the business rather than in it. At the end of it, you will have an asset.

So it might be like yesterday, a spreadsheet, a blueprint and a process for X, Y, Z. It might be an asset for your business. So let's say, for example, you've started doing eight figure deals rather than seven figure deals.

You're like, right, the process for this is significantly different because we need equity finance. We need mezzanine finance. We need development finance.

And there's a whole new process. Sitting down in those sessions and creating the blueprint, the checklist, the process, the ops manual. Now, this is where the heavy lifting is done in the asset factory, creating these assets that your business then has.

Remember, going to work is earning a salary. Going to work is getting paid. Running your business is making a living.

Building assets is creating wealth. Something you can create. So, for example, our content, we release over 300 individual pieces of content and posts of content a month.

Now, if I was doing that manually, that would be a full time job. But over a period of weeks and months, we've created a series of assets. The assets are the blueprint for the podcast, the blueprint for the artwork, the blueprint for publishing, the tops and the tails, the editing suite in the studio, the schedule for the studio, the folders where the individual work goes, the blueprint for the copy editor and the copywriter, the schedule and the blueprint and the assets and the checklists for the VA that posts all of the content.

Now, all of those assets have been created. And now all I do is turn up at the studio, do my thing, and that's literally it. All of that stuff comes out because the business has blueprints.

The business has assets. Because once upon a time, I sat down in the cave and figured out what we wanted. I then went into the asset factory in prime time and built the assets.

And now I have a proper business that's doing loads of high value activity and creating returns. And the key thing there is without me, I can be busy, I can be running around, I can be doing deals, whatever. But all of that other stuff, the important stuff, the high value stuff is being done by somebody else exactly how I want it to be done because I took the time to create the assets.

So this is your deep work. This is things I've done recently in deep work would be, for example, in cave time, coming up with ideas about how we can further develop a proper entrepreneur. But then in prime time, actually building it.

So rebuilding the schedule, rebuilding the workbook, rebuilding the 12-month program, rebuilding the quarterly game of quarters framework, rebuilding the monthly planning support sessions. Now, these are assets. It's deep work.

It has to be created, blueprinted, delegated. I can't do that on WhatsApp. Can't do that while emails are going.

Not that I have an email account, but I can't do all those distractions. I'm locked away in many cases with my headphones in and I'm just dialed in for 90 minutes and come out of it. I'm like, wow, if I do nothing else today, I've progressed the business.

This is what you want to be moving towards. Creating assets for your business. This can be blueprints, checklists, operations manuals, optimizing schemes for developments.

So you've heard and seen lots of my developments in the past. The only way that I've been able to do developments that genuinely make 25, 30, 40, 50% return on investment is because I take the time to study the planning documents, read up about all the new permitted developments, look at schemes, and I optimize them. I physically get a floor plan and audit it and optimize it to make sure it's fully optimized because nobody else cares more than I do.

Some of those things I have to do myself. Equally, when I'm buying a property, so I'm buying a property at the moment, multi-million pound building, we've got the structural survey. Of course, my team looks through it.

I have a variety of professionals look through it, but ultimately I need to go through that and see what are they not spotting? What have they missed? I need to go in with my eyes open.

I need to educate myself on the building. It's not until I read that report that I understand, oh, that's constructed that way. That was added at a different time.

Oh, that floor is wooden joist. That one is block and brick, beam and block. No, it's not until I read that stuff that I understand the building more.

And it's like, I can only do that if I find 90 minutes to print it out, go through with a highlighter, annotate it, consider it, create an action list, things that need to be done by the seller, things that need to be built into my scheme, things that need to go in the scope of works, risk areas, opportunity areas, this real deep, deep work. Studying white papers, I'll often read government white papers. I couldn't just do that, sit in my desk in the middle of a working day.

It's like, right, I've got 90 minutes prime time, grab a pot of tea, grab some water, lock myself away, get into it, annotate it, understand it, et cetera, et cetera. PDPs for your team, things like this, like PDPs. If you take the time once a year, we do it January, February, March through winter on Properly Entrepreneur, formalize them in March, launch them 1st of April, and that will be the PDPs for the year.

Take the time to build out a proper PDP, listen to your team's feedback, consider it, be strategic, make sure they all align, have targets, phase contracts, objectives, understand exactly what they are, then you're going to get, if you spend five hours building a PDP for a team member, you're going to get 10 or 11 months of high activity, commitment, drive, results, progress, value add, because you put the right things in place. This is the reality of building a business.

So that's it really, that's cave time and prime time. And if you're running around as one of those people that feels like you're never getting anything done, always busy, always chasing your tail, never get to the bottom of your to-do list, always reactive, always urgent, start putting cave time in your calendar once a week, twice a week, once a day, prime time in your calendar once a week, twice a week, once a day. And the compound effects of that over a day, week, month, and a year means you'll be working on the important in the morning before nine, before 10, maybe have the first hour of your day when you get up before the kids get up, before your partner gets up in the cave.

And then the first hour of your working day when the kids have gone to school, you've set up your team, you lock yourself away for 90 minutes prime time. An hour a day is all it takes. If you can dedicate an hour a day to execute the property entrepreneur blueprint, you will get the results that you need.

Is that you don't need to be spending seven days a week working on this stuff. Most people aren't spending any time working on the business. They're just stuck in it.

Hour a day, hour a week, whatever you can do in the cave, doing cave time, hour a week, hour a day, whatever you can on the business, locked away in the asset factory, doing prime time, compound them, and you'll absolutely, absolutely fly. So in practice, just a few things to finish. One is initially this will seem strange.

You're going to sit down for your first cave time, feel weird, feel anxious. You should be doing work, not really know what to do. Embrace it, dig deep, get into it.

And then prime time again, like you're going to sit down and you're going to feel like you need to be doing urgent stuff. You need to be responding to WhatsApp. You need to be doing your emails.

You need to be sharpening the pencil. Now, anything's more important than doing the high value stuff. Remember, this is important, not urgent.

Break through the first few and you'll absolutely, absolutely love it. Once you've got the first one done and you get that success trigger, do it again and you get the success trigger and you'll absolutely love it. Once you get into it and you see the value you're adding and you get that confidence of actually slowing down to speed up, you don't have to be busy.

You don't have to have high stress. You don't have to be frantic. Creating these things is really is the hallmark of a proper entrepreneur and business owner and business builder.

And you'll love it. And it will really, it genuinely will change the game for you very, very quickly. So cave time, if you want some example of topics, just send me a direct message on Instagram or Facebook, just saying journal and I'll send you a copy of the article that I wrote.

It's got five or six top journal cave time exercises for you today. Do those, do some of the other ones I've listed and then prime time, go out there and actually execute. Remember, ideas are 10 a penny.

Loads of broke entrepreneurs with fantastic ideas. They're worth nothing unless you actually execute. Sit down, execute, smash it out of the park, get stuff done.

And then bit by bit, brick by brick, you will build this world-class wall. Nobody can stop you. Nobody can compete with you and you'll get everything you want from your life, your wealth, your health, your life by design and actually build a business that you can be proud of, that's world-class and actually goes out there and adds value to others and makes money and creates wealth for you whilst having fun doing it.

So I hope you enjoyed that. Cave time, prime time, give it a spin and I look forward to seeing you on the next episode. I hope you enjoyed this blueprint podcast episode.

If you're not already subscribed, sharing these, this is my lifetime's work and every Tuesday, I'm giving you one blueprint away for free. These things are unique. They're proven.

They've enabled me to build over a 10 million pound portfolio in a few short years and over the last 20 years, start, systemize, scale and sell over 40 different companies. If you like them, share them, subscribe, make sure you don't miss a single episode and tune in every Tuesday for a brand new episode and then follow me daily on Instagram for free content, post twice a day, completely free of charge. Success and failure are both very predictable.

I'll see you on the next episode.