**TBP 202 Edited v2\_Transcription**

[Daniel Hill] (0:00 - 19:30)

The fast lane is a fallacy. The bro mindset of beast mode and burnout is absolute bulls\*\*t and being busy will make you a fool. Despite spending the last 20 years burning myself out, doing beast mode and smashing it out of the park, I finally realised that at my level, being in the fast lane is a complete fallacy and if I'm going to take it to the next level, I need to master the middle lane.

Now this won't be for everybody. If you're brand new to business, you'll need to smash it out of the park and work seven days a week. However, for those of you that are already making six and seven figures a year, working smart is harder than working hard, but the middle lane mastery is where you want to be.

In this podcast episode, I'm going to take you through what the slow lane, middle lane and fast lane actually mean and how you can move from one to the other to reduce your work, increase your earnings and actually have fun and enjoy doing it. In my trusted journal, I'm going to take you through what the fast lane, middle lane and slow lane means to me so that you can understand what each one looks like, where you are now, where you want to get to and then how you actually get there. 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 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.

So this journal is the Property Entrepreneur journal. We get one of these every single year. I've been doing this for 21 or 22 years now and I've been teaching it for 11 years through Property Entrepreneur across our various programs.

This journal was started in October this year. I'm recording this in December, so this is about 10 weeks worth of work and the journal is very nearly full. And at the end of this process, I know exactly what my personal year off is going to be next year, my personal and professional objectives, my challenge, my adventure, my experience, my 70-20-10 distribution of focus, my business strategy, my support and objectives, my tangible targets and that's only because I went through this process.

One of the things that came out for me this year is that I need to do a year in the middle lane and the middle lane mastery is actually where I am in my journey. And what I'm going to take you through is what that actually means to me because on the broad strategy weekend, the conversation kept coming up of what actually is the middle lane. And there's lots of people like me who've gone out there, they've done this for a decade, they're making good money, but they're burnt out, they're not enjoying it and neglecting either their health, their family or their general wellbeing.

And actually, they want to have their six and seven-figure incomes, but also want to have a great life at the same time. They deserve it, they've earned it and now's the time to actually enjoy it. So what I thought I'd do is I'd just go through what the lanes mean to me.

And this is actually a page that I journaled in my cave time when I was trying to figure out what does it actually mean? If I want to be in the middle lane, what are the things that I do want to do? What are the things I need to stop doing?

What do I associate as a strength and what do I associate as a weakness? And for example, when I started this off right at the beginning, thinking about becoming the chairman this year, one of my pages was how I identify. And this is a great exercise for becoming who you want to become because the reason you can't get to where you want to get to is because of some of the things you identify as.

And when I looked at moving up to the chairman level, I realized the problem with me going there is I identify as somebody who's an extremist. I identify as somebody who works really hard. I identify as somebody that's got a strong work ethic.

I identify as somebody that is always busy, always available, always accessible because that's what's got me to where I am. But to become a chairman, I actually need to become the polar opposite. Very previously, I thought I need to be busy.

Actually, to be the chairman, I need to be not busy. I need to be Warren Buffett in it, reading, having my feet up, thinking, working with my head, not my hands. And what I did was an exercise and I wrote, I identify as the chairman.

And this is basically, if I'm going to identify as the chairman, this is like fake it till you make it. You want to grow into a brand rather than grow out of there. Just do a line in your journal or on a piece of paper.

And write, well, the chairman is and who he is and who he is not, or she is and she's not. So what I did was all the things that I need to do. So peak performance, cardio, cool, calm, collected, high value work, heavy thinking.

And then on the opposite side, what I need to not do. So beast mode, burnout, hard work, always available, sitting in front of a laptop, driving a desk for a living, doing extremes, being driven, spending all day on WhatsApp. You know, they're the things that have got me to where I am, but that's not what the chairman does.

But I identify as that person. I now need to identify as the, that's what's got me here. I now need to identify as the chairman, which is the polar opposite.

And if you actually do an exercise of writing the polar opposites, it enables you to anchor in your head subconscious, whether you're on par or you're not. And an example of that is, for example, the chairman needs to not be busy. The chairman needs to not be available.

And what you do is basically create a list of the things that apply to you in that capacity. And it allows you to rewire your brain. So for example, I'm just struggling to find the other page.

But for example, it said, for example, when I boiled it down, it said like, I was trying to do is articulate exactly what I wanted to do. So for example, I used to take pride in being busy. Whereas now I say the chairman needs to not be busy.

So it's like in my head, that's who I want to be. So now being busy is not actually a credible thing. And I associate being busy with being a busy entrepreneur running around, or I need to not always be available because being available is I used to identify as that which means sitting at my desk or being on my phone being on WhatsApp all day always available.

Whereas Warren Buffett is not always available. And actually, when you look at the highest levels of wealth creation, to increase your value, you actually reduce your accessibility. So this year, I've only got three people reporting to me as opposed to perhaps previously, I might have six, really boiling down and bringing in those key people and making those decisions.

I digress. Pulling it back to the year of the middle lane, it's like, well, what do these lanes actually look like? And in the same way as I identify as this, it's anchoring what that looks like.

So I'm just going to share it with you. And you've got the slow lane, the middle lane and the fast lane. And this is what they mean to me in my head, and how I anchor whether I'm in the right lane or not.

As I go through them, think about what you want and what you want to be and where you are. And if you're in the fast lane, and I share some things about the fast lane that you're not doing, but you want to be in the fast lane, it'll inspire you to do those things. If you're in the fast lane, and I'm reading out the things for the middle lane, and you want actually want that view in the fast lane, you need to change gears, put the foot on the brake, slow down and come into the middle lane.

So basically, our headline, the slow lane is boring. So basically, the slow lane is boring. It's well, let me get to you through these.

The slow lane is boring. The middle lane over a long period, years or decades is actually the best. And the fast lane is burnout.

So the slow lane is boring. You sit there, your feet up, your cruise control, you're twiddling your thumbs, you haven't really got anything going on. If you imagine crawling along in the slow lane of the motorway, it's steady.

Maybe some people like it, it's safe, but it's not very exciting. There's not people cutting each other up or breaking speed limits and flying around corners. It's slow and steady.

And for a lot of people, especially entrepreneurs, it'd probably be boring. For the middle lane is best. The middle lane is you get where you need to get to.

You can go 70 miles an hour, stick to the speed limit. You get there fast, you get there prompt, you're overtaking a few people. There's other people in your lane.

You can listen to some music. You may be having a good time, but you're not going to get caught speeding. You're not going to have an injury.

You're not going to be bored. You're going to keep yourself entertained. And it's probably the best place to be.

But in the fast lane, every now and again, you need to nip into it to overtake a car and accelerate faster than maybe you should. Or you're in business and you've got a deadline to hit, so you pull an all-nighter. Or you've taken on a big project or it's marketing season, and for the next six weeks, you're going to work six days a week, 14-hour days, and you're going to go all guns blazing.

But then at the end, you're going to slow down, come into the middle lane and slow things down. Jumping in quickly with a huge opportunity. Who do you know who has a consistent track record in high performance in either the field of finance or marketing?

At Property Entrepreneur, under the PPN UK group, we are currently recruiting for two senior roles. The first is a senior finance officer, and the second is the head of marketing. If you're interested in either of these roles, please visit my Instagram profile and click the links in my bio, where you can see the full job description, the packages available, and how to apply with it.

Let's get back to the podcast. So boring, best, and burnout. Slow lane, middle lane, fast lane.

And to go through them each at a time, the slow lane is basically, if I were in the slow lane with no motivation, I would have no drive. To me, it's like, if you've ever seen the GIF of Homer Simpson laying on the sofa with his belly out, a can of beer on his belly, and a burger in his hand, to me, that's the slow lane. It's just lethargic.

There's no drive in life, nothing exciting, nothing sexy. It's slow. I would get out of shape.

I would pick up bad habits. I would procrastinate. I would get sloppy.

I would twiddle my thumbs. I'd probably not have any purpose or drive. I'd feel lethargic.

I'd be lazy. I'd be a bit lost. I'd let myself get out of shape, mentally, physically, emotionally.

It's just not really for me. I would pick up bad habits. That's what the slow lane is for me, is like, I don't get any satisfaction in the slow lane.

The middle lane is probably the best. And in the middle lane, what you've got here is like a good balance. So going to work and then finishing work, low stress, enjoying work, enjoying home life, having maybe a few hours a day at the desk, a few hours in meetings, and then dinner with the family or going to the gym.

It's fun. I would normally hold weight. In the middle lane, you would hold weight.

You wouldn't bulk. You wouldn't cut. You'd just be holding a nice, steady lifestyle.

It's a lifestyle solution. So you're enjoying the view. You're having a great time.

You're smiling. Your health is probably well balanced. You're not doing extreme diets.

You're not training for ultra marathons, but you're probably going to the gym a few times a week. You may be doing park run on a Saturday. You feel good.

You look good. It's a sustainable solution. There's low stress.

There might be a bit of stress, a few problems here and there, but it's sustainable. It doesn't get in the way. It's not the soundtrack to your day.

It's exciting. There's things to look forward to. You're looking forward to a date night on a Wednesday.

You're looking forward to a weekend away with the family. You're looking forward to a Friday off, all these sorts of things. There's no extremes.

Everything's in moderation. You're in shape. It's probably your peak sustainable fitness level.

It's your best self. It's enjoyable. It's balanced.

It's steady. It's just a real good, nice balance where everything is really at equilibrium or in a body's sense, homeostasis. Everything's just working really nicely.

Then the fast lane is the burnout, where I've probably gone every year for the last 10, 15 years. You can break records. If you're starting out, it's probably where you need to be, period.

If you're a high performer and you've already made your money, you're working smart and you're working hard like you're Elon Musk's, maybe, depending on what your view on that is. But it really is the extremes. It's working hard.

It's overcooking it. It's sacrifice. It's rapid growth.

In many cases, it's not fun. It's very empire builder. It's painful.

You might put yourself in a dark place. For me, I get nowadays into a point where I'm questioning everything. Why am I doing this?

What's the point? Puts me in a really dark existential crisis mindset. Emotionally, physically, you'll feel burnt out.

Mental health will not be in a great space. You'll be beast mode in it. Literally, physically, you're on the knife edge of...

You're doing 120 miles an hour around a corner. If you hit the slightest thing on the road, you're going to be flipped over and end up in the ditch. It's early mornings.

It's late nights. It's extreme anything, bulking, cutting, breaking records, running 100 miles a week. It's prone to burnout.

It's definitely not sustainable. Some of you will need to do that because it's part of the course. Some of you will want to do that because you enjoy it.

Some of you will be stuck there and actually, like me, probably want to switch down for the next year and go into a middle lane. That basically explains it. Hopefully, that tells you where it is.

There's no right or wrong. The aim of the game is you're happy. If you're happy in the slow, medium, or fast lane, stay there.

If you're in one of those lanes but you're not happy, consider when is a suitable time to move. It might be that you have different periods. When you're on holiday, you do nothing.

You go traveling for three months a year or a month a year or two weeks a year and you do nothing. That's the slow lane. Great.

Put your feet up. Have someone feed you grapes. Enjoy it.

The middle lane is maybe that's where you stay in the main. You do nine months in the middle lane and you do three months fast lane burnout beast mode in the summer. I've done it for a lifetime.

It works. Sometimes it's necessary. It doesn't have to be the case.

Then sometimes you have to nip in and out. If you're stuck in the fast lane and it's not sustainable, Elon Musk is probably a textbook case of somebody who's always been in the fast lane, lives his life in the fast lane, thrives on chaos, but emotionally, physically, mentally, it's probably not good for him. Even he says about he gets to a point where it's the law of diminishing returns in his sleep.

Every working hour is actually a trade-off in productivity, etc. Hopefully that gives you some insight. What you'll find as well, probably as a closing sentiment, is that different profiles will gravitate towards different lanes.

I suspect the dynamos, the high-frequency thinkers, the million miles an hour, the starters, the leaders, they probably gravitate more towards the fast lane, dynamos and blazes. Blazes and tempos are probably better at the middle lane, tempos and maybe a bit of blaze, maybe a bit of steel. Tempo energy is more cruise control, it's more sustainability, it's sensory, it's in tune, it's not extreme, it's sustainable.

More tempos tend to be more middle laney and that obviously reaches out to the blazes and the steels. Then perhaps the steels are maybe more slow lane. Slow and steady, consistency, detail, look before you leap, conservative, more slow lane.

Again, there's nothing wrong with any of these lanes. If that suits you, stick to it. Actually, in most cases, the slow lanes and the steels is where you actually make the money.

There's pros and cons of every element. As a profile, you'll probably gravitate towards one of each. Equally, as I've said, you may stop there, but you may not want to stay there.

If you are naturally in the slow lane as a steady steel or you are naturally burnt out as a dynamo in the fast lane, consider swapping lanes, consider trying the others and get the balance of each that gives you what you need and you enjoy it, you like it, and you have a sustainable solution that gives you what you want. That is what the middle lane is, that is what the slow lane, fast lane is. Hopefully, you got value from it.

If you haven't already listened to the 200th episode, which I shared why I'm doing a year of middle lane, go back and listen to the last episode. You'll get lots of value from my 17 lessons from 2023 and what I've got planned for my year of for 2024. I hope you've enjoyed.

Please do leave us a review, click share, subscribe, share this, get support from your network. I look forward to seeing you on the next episode. I hope you enjoyed this blueprint podcast episode.

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I'll see you on the next episode.