**TBP 221 Edited\_Transcription**

[Daniel Hill] (0:05 - 1:38)

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. So ladies and gentlemen, it gives me a huge honor to welcome a very special guest to today's Blueprint Podcast. We're going to go six rounds with myself and a very special guest, Sir Marco Robinson.

He has quite the story to tell and has achieved a huge amount from very humble beginnings, from somebody who was bullied at school and actually homeless at a time, has now gone on to achieve huge global success, whether that was becoming two times Entrepreneur of the Year, whether it was producing a film that actually made it to number two in the USA Netflix charts. Some of you will recognize him from the Channel 4 documentary where he actually gave away properties for free. He is now a producer.

He is a huge influencer across social media around the world. He is also a philanthropist who does a lot of charity work. I'm very excited to have him as my guest for today's six round podcast episode, Sir Marco Robinson.

Ladies and gentlemen, welcome.

[Sir Marco Robinson] (1:39 - 1:41)

I think that's the best introduction I've ever had.

[Daniel Hill] (1:41 - 1:42)

Amazing.

[Sir Marco Robinson] (1:42 - 1:43)

Without a script.

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

Fantastic.

[Sir Marco Robinson] (1:44 - 1:45)

Brilliant, mate. I'm impressed.

[Daniel Hill] (1:45 - 1:46)

I've been up all night.

[Sir Marco Robinson] (1:46 - 1:46)

Impressed.

[Daniel Hill] (1:46 - 1:51)

We're going to go six rounds. If you want to kick off. What do you want to kick off?

Choose a topic.

[Sir Marco Robinson] (1:53 - 1:54)

Biggest mistake.

[Daniel Hill] (1:54 - 1:57)

Interesting. So maybe you tell me yours.

[Sir Marco Robinson] (1:58 - 3:10)

Okay. So my biggest mistake was going into business with my family. Oh, interesting.

One of my families, one particular member of the family, he'd seen my success in property and said, let's buy some property in the UK. Let's go in together and all that kind of stuff. So we went in together and I started noticing red flags, not on the business, not bringing his mom in to do the accountancy.

Not good. Even though I said, don't do that. And it went on for a couple of years and then he bought a property without telling me unilaterally made the decision because we were 50-50.

I could have stopped it, but I went with it. And this was a property with 51 flats. It was in Manchester.

It looks really good on paper, but when it completed, the fire cladding started falling off the walls. So if you imagine Grenfell. So it's not pre-Grenfell?

This is pre-Grenfell. Yeah. The fire brigade came and condemned the building.

And this was a 30 grand bridging loan, no tenants. And I found out this family member was embezzling money out of the company and I had to sue him and eight people.

[Daniel Hill] (3:10 - 3:11)

Yeah, that's no fun.

[Sir Marco Robinson] (3:11 - 3:18)

No. I mean, the eight people, the builders inspectors, the local council, the developer, the insurer. Oh, he just went on and on and on.

This went on for years.

[Daniel Hill] (3:19 - 3:21)

Did that have an impact on the friendship, the family relationship?

[Sir Marco Robinson] (3:21 - 3:57)

It had a huge impact and I've completely disconnected, cut off that family member and the rest of the family that supported that person. Best thing I ever did, by the way. But the pain and the torture was because I had other investors with me that invested in it.

And of course I had to pay them back. So the legalities cost me about 5 million, but I probably lost 250 million in that one transaction. Wow.

And then in 2019, it was so bad, the bank sent a letter to my, well, my mum's house who I bought for her, threatening to repossess it.

[Daniel Hill] (3:57 - 3:58)

No way.

[Sir Marco Robinson] (3:58 - 4:09)

Yeah. So when that landed and it was, it was like pre just about the pandemic coming, I literally, the legal battle was just horrendous.

[Daniel Hill] (4:09 - 4:10)

And is it all done and dusted now?

[Sir Marco Robinson] (4:10 - 4:11)

All done and dusted now.

[Daniel Hill] (4:12 - 4:18)

And how do you feel in reflection? Obviously, it was the worst mistake you've made. Do you feel bitter?

Do you feel glad it's done? Was it a learning experience?

[Sir Marco Robinson] (4:19 - 4:24)

There's no one, there's no human in the world that would say they don't, you know, they kind of don't regret anything at all.

[Sir Marco Robinson] (4:24 - 4:25)

Yeah.

[Sir Marco Robinson] (4:25 - 4:34)

You know, that's just not true. I mean, yes, I'm still a tiny bit bitter, but I'm very in gratitude that I'm here now because it was probably the greatest lesson in property I've ever learned.

[Daniel Hill] (4:35 - 4:49)

And what do you think about people who are listening to this now who are in business or considering going business with a partner, family, friends, obviously, especially in the early days, that's your go to really, isn't it? At the band of brothers stage, what would your wisdom be on that?

[Sir Marco Robinson] (4:50 - 5:17)

Well, now, after doing that, my wisdom is make sure that it's not just a family member, that they're qualified in what they're trying to do for the company. That's the most important part of it. The next part of it is the legal side of it.

Make sure you have a proper shareholder agreement that you're both protected and you can pull out of it and make sure that every decision is joint, you know, and that, you know, the finances are done. But you know, Daniel, the experience and the professionalism has to be there. Otherwise, don't do it.

[Daniel Hill] (5:18 - 5:47)

As I see, Mike, actually, he's just appointed a new board member to their board for the Fraser Group. I don't know how up to speed you are with that, but yeah, he's now got the two partners of his two daughters on the board. And I read it.

I mean, he's a streetwise guy as well, you know, anything about him. And I did look at it and just thought, what's at play there? Because now he's being challenged by shareholders who are saying there's a need because it's a conflict of interest, isn't it?

Yeah. Yeah. And what's the word where you employ people because of who they are, not what they can do?

Is it nepotism?

[Sir Marco Robinson] (5:47 - 5:48)

Nepotism.

[Daniel Hill] (5:49 - 6:31)

And I thought, what is actually at play there? Because for him, that's a dangerous strategy. For his daughters, it's a dangerous strategy.

And the shareholders are now looking at it, thinking the chance of those two seats being filled most effectively by his two, one in law and one to be. Yeah. Yeah.

So you just think what is my sentiment would be it's good while it lasts. I think probably the best five to seven years of my life with my friends, building my business, had all of my friends, all of my family working with us. And it was amazing while it lasts.

The problem is, as time does its thing or money does its thing, you get to a fork in the road where some want to grow, some don't. Some can grow, some can't.

[Sir Marco Robinson] (6:32 - 6:38)

And then you get the money factor with the greed. Oh, there's all this money coming. I deserve more than you and all this kind of thing.

Right. Yeah. That plays a big factor.

Yeah.

[Daniel Hill] (6:39 - 7:28)

Yeah. It definitely is. So, yeah.

People show their, show their true colors. In answer to my, your question about my biggest mistake, I don't actually know. I think as an optimist, I always think there's a great Conor McGregor that quote, I don't know if it's actually his, but it says, I, I never lose, I either win or I learn.

And I always feel like that when people say, what do you regret? Even the holes that I've ended up in, I think, you know, I, I sort of, I don't necessarily regret it, but I've definitely made mistakes. The biggest one that springs to mind is probably when I make emotional decisions with logic.

So when I've had relationships or I've had family matters, things to address, my biggest mistake is probably approaching personal decisions with like a professional mindset. And I think that's prevented me progressing as an individual quite a lot.

[Sir Marco Robinson] (7:29 - 7:29)

Yeah.

[Daniel Hill] (7:29 - 7:31)

And that's probably what I'm working on moving forward.

[Sir Marco Robinson] (7:31 - 7:31)

Okay.

[Daniel Hill] (7:31 - 7:32)

I would say.

[Sir Marco Robinson] (7:32 - 7:35)

Has that affected your personal growth and your relationships? What do you say?

[Daniel Hill] (7:36 - 7:43)

Yeah, I think so. Yeah. I think where I've just been in order to be effective at business, which has always been my primary focus, I've always been very strategic.

[Sir Marco Robinson] (7:43 - 7:44)

Yeah.

[Daniel Hill] (7:44 - 8:52)

And I think that's really important when you're negotiating deals and I'm not saying I'm like an iron fist or a robot or anything like that, but you need to understand human nature and psychology and the way to have an intelligent conversation and things like that. And that serves you really well. I actually got to a point in the pandemic, actually, where I was having a bit of a reflective period.

And I said to one of my friends, I said, do you think you get to a point where you can know too much? And what I meant was that is I've studied all sorts of like NLP, psychology, even just through the hard knocks of life, learning how to get what you need and want and even the best out of people. And I thought that personally was getting in the way because I couldn't have relaxed, honest, personal conversations because in my head, I was just running a script.

Yeah. You know, like I'm second thinking what they're going to say, what they're saying, but what do they actually mean? They're saying something, but I can see their body language doesn't align to it.

And I, I just felt it started to get in my way. I don't know if you've ever had that experience where either professional mindsets got in the way of personal or personal the other way around.

[Sir Marco Robinson] (8:52 - 8:57)

Because you, you, you've got, you've got your intuitions telling you something completely different.

[Daniel Hill] (8:58 - 8:58)

Yeah.

[Sir Marco Robinson] (8:58 - 9:06)

Conversation, isn't it? With someone. And, you know, I think, um, your radar gets more attuned as you get older and it's more experienced with life.

[Daniel Hill] (9:06 - 9:08)

That's wisdom, isn't it? Can't teach wisdom. Yeah.

[Sir Marco Robinson] (9:09 - 9:19)

Um, but in terms of emotional kind of maturity and intelligence, that's, that's the most difficult thing because you've got to be able to deal with all kinds of people.

[Daniel Hill] (9:19 - 9:35)

What sort of person would you say you are emotionally? You know, you've been through all sorts of, uh, chapters of life. What would you say?

How would you sort of describe yourself as a thinker, a feeler, uh, you know, emotionally, mentally, what sort of like personality?

[Sir Marco Robinson] (9:36 - 9:39)

Yeah. I mean, everyone thinks I'm an extrovert and I'm not at all. I'm an introvert.

[Daniel Hill] (9:39 - 9:41)

Interesting. Did you always know that? Yeah.

I'm the same.

[Sir Marco Robinson] (9:42 - 9:48)

Because you go all out. You're speaking on stage. Oh my God.

You're so confident. You're so not afraid of anything.

[Daniel Hill] (9:49 - 9:59)

I was looking through your Instagram last week. I was like, this guy is going to be loud in the studio. It's like power suits, channel four documentaries.

But you're not actually an extrovert. I would have all day long said you're an extrovert.

[Sir Marco Robinson] (9:59 - 10:09)

So I think that's been the hardest thing for me to deal with is to, I remember my first public speaking occasion. It was my best friend's wedding. I was 18.

[Sir Marco Robinson] (10:09 - 10:10)

Yeah.

[Sir Marco Robinson] (10:10 - 10:20)

And literally I was sweating for like weeks before I was going to go up and stand the first time in front of people. And on the day I sweated through three suits and I just stuttered the whole way through it. It was a nightmare.

[Sir Marco Robinson] (10:21 - 10:21)

Yeah.

[Sir Marco Robinson] (10:22 - 10:33)

And I conquered it by just keep, kept doing it, just kept doing it because I had to do, I was selling timeshare in the late eighties and I had to do it in front of all those people. So that's been the biggest challenge for me, I think internally to go to do that.

[Daniel Hill] (10:34 - 10:42)

Same. I realized in 2011 I had two fears that were going to stop me from enjoying what I wanted to do. And one was fear of flying.

[Sir Marco Robinson] (10:42 - 10:42)

Yeah.

[Daniel Hill] (10:42 - 10:49)

And the second was fear of public speaking. So I started doing my private pilot's license. I thought that's one way to get over it.

[Sir Marco Robinson] (10:49 - 10:49)

Yeah.

[Daniel Hill] (10:50 - 11:24)

And then I booked into the property investors network to speak at 20 events a year. And I did it for five years. And I can honestly say for the first three years, I would sit in the back before I spoke and say to myself, if someone gave me the opportunity now to walk out the door and get back in my car, would I?

And I was like, yes. And I still feel like that now every now and again. How do you know what entrepreneur, what introverted traits do you notice in yourself?

How do you, if someone's listening to this thinking, am I an introvert, am I an extrovert? How do you see it come out in yourself?

[Sir Marco Robinson] (11:25 - 11:38)

Well, I think all the people validated that for me, because whenever you do a big speech, I would go home and they say, let's go and celebrate everyone else around you. No, I want to go home and watch a fail, but curl up on the sofa and just disappear.

[Sir Marco Robinson] (11:38 - 11:39)

Yeah. Right. Yeah.

[Sir Marco Robinson] (11:39 - 11:55)

So that was one of the signs that I had really, because I just didn't want to go and celebrate and get, you know, slaughtered and all that kind of stuff. I thought it was never my thing. You know, going out drinking with my mates was never my thing, you know, and I recently found out I'm ADHD.

I got diagnosed a year ago.

[Daniel Hill] (11:55 - 12:00)

How many entrepreneurs do you think have actually got ADHD, OCD?

[Sir Marco Robinson] (12:00 - 12:03)

In different levels, many probably.

[Daniel Hill] (12:04 - 12:30)

Yeah. See, every, maybe not always ADHD, but the amount of people, high performers I've met in the last couple of years who are dyslexic, ADHD, OCD, autistic. I mean, Elon Musk, he's, what's he, he is Asperger's and you do think, you know, what, why would you, why would we push ourselves to these levels?

Maybe it is.

[Sir Marco Robinson] (12:30 - 13:15)

I think that's where we feel comfortable though, isn't it? We feel well, I'm speaking personally, but I feel comfortable in those different areas of life, the different spectrums of risk, but you kind of, as you said, wisdom educates you on risk. Now when I was a kid, I was at the back of the classroom when I was six years old looking out the window, never engaged with academics.

Just couldn't, I just couldn't do it. I pushed myself to do it and I labeled myself lazy and stupid and my teachers confirmed that, that basically wasn't concentrating, wasn't going to go anywhere, didn't get a university, you know, dropped out of 15 and you kind of go through a life condition with that mindset thinking, well, maybe I am stupid.

[Daniel Hill] (13:16 - 13:17)

Did you ever think that?

[Sir Marco Robinson] (13:18 - 13:22)

I did it partly. Yeah. Did you?

I thought I wasn't good enough to get to university.

[Daniel Hill] (13:22 - 14:14)

It shows how high impact what you get told as a child is, isn't it? Whether it's by parents, kids, I would say I've never thought I was stupid. I actually always thought I could get away with that.

I remember reading a quote once in my adult life that said, the older I get, the more I realize everybody, nobody's got a clue and they're all effing blagging it. And I was like, you know what? I've actually felt like that, but I also think I've got, I've also realized in the last six or 12 months, I feel I've got very high self-esteem, so I feel confident and I feel like that self-esteem, but I've also had quite a low self-worth, which is a very new thing for me, having a low self-worth.

And I realized I do undervalue my time, I do undervalue my ability and I think that's been a trap for me, but also it's been a blessing in disguise, I suppose. You don't go out and try and high perform if everyone thinks you're amazing. If you've got a low self-worth, you probably, you know, want to prove it to yourself.

[Sir Marco Robinson] (14:14 - 14:20)

I think it's a massive internal thing for sure. There's actually a new book in it by Jamie Kern-Lehmer, have you heard of her?

[Daniel Hill] (14:20 - 14:20)

No, is it good?

[Sir Marco Robinson] (14:20 - 14:29)

It's called Worthy. Oh, excellent. Yeah.

And it's, she's amazing. She was the first lady to do a cosmetic brand for curvy women.

[Sir Marco Robinson] (14:29 - 14:30)

Oh, right.

[Sir Marco Robinson] (14:30 - 14:41)

And she went to every brand and asked them to investors and said, no one interested. Every brand said, no one interested, people aren't going to buy makeup looking at bigger women on TV.

[Sir Marco Robinson] (14:42 - 14:42)

Yeah.

[Sir Marco Robinson] (14:42 - 14:51)

Right. And she went on, what's it called, QVC. She tried for two years, she got a 10 minute slot and she sold out of cosmetics in literally eight minutes.

[Daniel Hill] (14:52 - 14:52)

Amazing.

[Sir Marco Robinson] (14:53 - 15:01)

And then she sold her brand to L'Oreal, first woman to ever do this in the world for $1.4 billion. Wow. What a story.

[Daniel Hill] (15:02 - 15:02)

Absolutely.

[Sir Marco Robinson] (15:02 - 15:04)

And she talks all about, it's all about self-worth.

[Daniel Hill] (15:05 - 15:54)

Yeah. And I do think that's a big thing. I think we'll move on, but I think entrepreneurs have some internal drive or self-worth or right to prove themselves.

Yeah. All high performers, you know, to put yourself through that much pain, you must be running away from something in many cases rather than running to it. Nice.

So next one for me is the journey and not necessarily your story, because I think a lot of people know, listen to this, will know who you are or your information is very readily available more as you've gone through that journey and being an experience, the highs and the lows of that, what have been, you know, for people who are thinking about going on a journey, maybe they won't be as high or as low as yours has been at times. What is that experience like?

The highest of highs, the lowest of lows. What's it like?

[Sir Marco Robinson] (15:56 - 17:54)

Lonely. I have to say that's the first thing that comes to mind and it depends on how you kind of frame that because lonely can be really good in terms of your singular in what you want to do. And a lot of the time people aren't going to want to stand it and they're not going to rescue you.

So in that way, it's a good thing. But in another way, it can be really lonely because some people don't believe that they can do the things that you're doing, let alone you kind of do believe it, but you go in shit. This is scary as fuck, you know what I mean, right?

So the journey is, again, it's to do with experience and wisdom. The journey is the most important part of your life. And I've learned recently in the last five years that your journey and your story is your greatest asset, which I never really valued before.

And I look back at my life and the kind of life that I chose, but also the life that I was a victim of somebody else as influence to follow them rather than my own way and having the courage to do it. And I think there was a, like you said, there was a fork where I said, right, I don't want to do this anymore. This is not, I'm not aligned.

It's not making me feel good. And that was a case where I had to completely take huge risk and do something that didn't pay me a salary and go all in. And I was the worst.

I was the worst at it in the entire history of the company. But eventually it paid off because I started to understand that the only person that's going to save me is me. Responsibility was everything.

The other thing I learned was that learning is my greatest asset. And I learned that whenever I leaned in and learned something deep dive without that rhetoric saying you're not good enough to go to university, when I detached that and said, right, I am good enough. I can learn this.

Anyone can. I found that my income and my life just rocketed.

[Daniel Hill] (17:55 - 18:35)

And when you're in a, sometimes, so that mindset, absolutely, that growth mindset is like an essential for people who want to progress and progress fast because, you know, you can't teach experience. You want to learn it, then you want to do it where you're starting from a slower start. So for example, when you were in one of the lows of your life.

So let's take, for example, when you were homeless, how much, what does it, is it, does that make it actually easier to get on the high ramp and go for it or does it because you've got so much to run away from and you're so driven or does it make it harder because actually you don't have access to resources or mentally and emotionally you're not in a good place and I think you end up in a hole.

[Sir Marco Robinson] (18:36 - 18:41)

Yeah. It's twofold. See, the one aspect is you're running, you've got this drive to do something, but the other aspect is you feel worthless.

[Daniel Hill] (18:42 - 18:43)

Was that what it felt like? Yeah.

[Sir Marco Robinson] (18:43 - 18:49)

Because society, you know, even Rishi Sunak said he wants to fine people for sleeping rough.

[Daniel Hill] (18:49 - 18:49)

Yeah, I saw that.

[Sir Marco Robinson] (18:49 - 18:50)

You know, it's disgusting.

[Daniel Hill] (18:51 - 18:53)

Yeah, I didn't. Is that just headlines or is that actually a policy?

[Sir Marco Robinson] (18:53 - 18:56)

No, it's actually the, that's actually, he wants to, that's actually.

[Daniel Hill] (18:56 - 18:58)

These occupational homeless people that are going to get fined £12,000.

[Sir Marco Robinson] (18:59 - 19:01)

Yeah. I mean, where are they going to, how are they going to pay it?

[Daniel Hill] (19:01 - 19:02)

Yeah, exactly. First of all. Yeah, yeah.

[Sir Marco Robinson] (19:02 - 19:06)

You've got to repossess your tent. What are they going to do? CCJ and take your tent away?

[Daniel Hill] (19:06 - 19:06)

Yeah.

[Sir Marco Robinson] (19:07 - 19:07)

You know, it's just ridiculous.

[Daniel Hill] (19:08 - 19:14)

But then equally, you look at San Francisco or places like that where it's like, you've got to control it because that's out of control now, isn't it? It's ruining cities.

[Sir Marco Robinson] (19:15 - 19:19)

It's been out of control for as many, many years, they just don't have a government policy for homelessness.

[Daniel Hill] (19:20 - 19:20)

Is that right?

[Sir Marco Robinson] (19:20 - 19:58)

Anywhere in the world. You know, so going back to the question, the first instinct is survival. So when I was 15, my mum found someone she's still with, happy ever-ending story, right?

But before that, she was beaten up, abused and all kinds of shit. So I wanted her to be happy and I said, and I was with my stepdad, he was, I didn't want to do that. So the first point, the first point of change is always a question, says, how am I going to get out of this shit?

What should I do next? Right. And the answer came, says, right, go knock on all the shops in the town, ask them to clean the floors.

I was low skill, didn't have any, didn't have any skill set.

[Daniel Hill] (19:58 - 19:58)

How old were you then?

[Sir Marco Robinson] (19:59 - 20:42)

15. Okay. And, um, but I had to drive, but it was survival that was pushing me, right?

But I had this cheeky personality a little bit that I didn't really give a shit if anything bad happened because it was so bad before that it was all action. It wasn't thinking time because it was survival instinct. And some of the shops said, yeah, you can clean the floor.

So I got really good at cleaning floors and it was like, it paid me like £1.50 an hour and it got really good. And then eventually got to know the manager and I was humble and shy and they kind of liked me. They kind of trusted me and they started giving me the keys to lock the shops.

So I would live in the roof or live in the cellar. I was a hidden homeless.

[Daniel Hill] (20:43 - 20:43)

Yeah.

[Sir Marco Robinson] (20:43 - 20:46)

And actually most homeless people are hidden homeless, not on the street.

[Daniel Hill] (20:47 - 20:49)

And did they know you were staying there?

[Sir Marco Robinson] (20:49 - 20:55)

No, they didn't know because I was really, I was, I developed this skill set of being hidden and invisible.

[Daniel Hill] (20:56 - 21:04)

Wow. I mean, did that start to build your confidence up? Because then you create your own little story, you live in this own little journey.

You're probably putting a couple of faces on.

[Sir Marco Robinson] (21:04 - 21:08)

Yeah. I built my own world. I became confident in that space.

[Daniel Hill] (21:08 - 21:12)

Did you enjoy it? Not necessarily the homelessness, but maybe you did, but the process of scrubbing floors.

[Sir Marco Robinson] (21:12 - 21:30)

I enjoyed the entrepreneurship of the whole thing. I enjoyed, oh, I've just got one up on the shop. They don't know I'm doing this.

Oh, I've just got this. I've just done that. So I was giving myself dopamine shots in the actions that I was taking.

That was making me feel good about myself. So exactly, it was actually building up my self-worth and secondly, my confidence.

[Daniel Hill] (21:31 - 21:48)

Strange, isn't it? I've done some really rubbish jobs. I've been on the tools.

I did floor screeding, which we used to say they should give people for community service. Yeah. But I loved it.

I loved getting covered in dirt. I loved sweating. I loved doing, I just loved it.

And I don't know why that is. I don't know.

[Sir Marco Robinson] (21:48 - 21:53)

I think it's the physical exercise and the pride of your work that you've done a good job. That's the dopamine hit.

[Daniel Hill] (21:53 - 21:53)

Yeah, it must be.

[Sir Marco Robinson] (21:54 - 21:54)

Yeah.

[Daniel Hill] (21:54 - 22:07)

And just, yeah, just progressing. I think growth is a key one. As I just always enjoy growing, if I'm doing the same thing, even if it's making me hundreds of thousands or millions of pounds, it doesn't satisfy me.

I need to do something that pushes me, something that's new.

[Sir Marco Robinson] (22:07 - 22:10)

I mean, and that's the six human needs. I don't know if you've studied that with Tony Robbins.

[Daniel Hill] (22:10 - 22:11)

Tony Robbins, yeah.

[Sir Marco Robinson] (22:12 - 22:28)

Significance, certainty, uncertainty, love and connection, growth and contribution. So the growth and contribution are the two that are more spiritual. So when I was cleaning the floors, it wasn't just it was clean.

It was like I thought I was doing a service to the people walking into the store. Does that make sense?

[Daniel Hill] (22:28 - 22:28)

Absolutely.

[Sir Marco Robinson] (22:29 - 22:29)

Yeah.

[Daniel Hill] (22:29 - 23:10)

I'm a I've one of the things I realized years ago was my core value is service and I am a man of service. So I'm sure we'll chat about charity at some point, but similar to you, I've got we I've done lots of charity stuff and I am a person of service and whether I'm doing it for my partner or for my teammates or for a charity, I get not completely charitable is, you know, there is. Is it altruism?

The word like there is a return for me. I feel good being of service. So it's yeah, it's it's interesting.

What about just to finish off? What would you say the highest of high when you know you've had a you've sold documentaries to Netflix and been number two in the charts like what would you say the highest of high has been?

[Sir Marco Robinson] (23:10 - 23:14)

Well, people say when you when your kids born, so I look forward to that.

[Daniel Hill] (23:14 - 23:15)

Excellent.

[Sir Marco Robinson] (23:15 - 23:18)

But it was. But there's a different experience.

[Daniel Hill] (23:18 - 23:19)

Okay.

[Sir Marco Robinson] (23:19 - 23:31)

Yeah. So I think there's been many, so many. But if I had to single it out, it would probably be the day that my feature film debuted at number two in Netflix USA.

Nice. It was three in the morning.

[Daniel Hill] (23:31 - 23:31)

Legacy of Lies.

[Sir Marco Robinson] (23:32 - 23:38)

That was Legacy of Lies. It was three in the morning and I woke up and my phone went and it was my friend who I went to acting school with.

[Daniel Hill] (23:38 - 23:42)

He didn't even know. Did you? Didn't he tell you?

Didn't even know. He told me.

[Sir Marco Robinson] (23:42 - 24:04)

He said, do you realize your films at number two at Netflix? What? Didn't believe it.

Half awake. I'm thinking I'm discombobulated and walking around the bedroom naked. I'm thinking I'm suddenly I'm Googling it and it's true and I'm like, oh my God, I literally I just put music on and danced all around my apartment completely naked.

It was fantastic. It's amazing. Best feeling I've ever had.

[Daniel Hill] (24:04 - 24:14)

Yeah. Good for you. And congratulations.

I've never met anyone with half the film media production accolades that you've achieved. So it deserves a naked dance.

[Sir Marco Robinson] (24:14 - 24:18)

Yeah, it did. Maybe your naked dance rather than mine. Not with you there, just mine.

Maybe we'll do that afterwards.

[Daniel Hill] (24:19 - 24:49)

Congratulations. Right. You're up.

Next topic. Jumping in quickly with some very exciting news. We have now announced the dates for this year's annual three day events.

Please go to www.donttalktotenants.co.uk if you're an experienced investor in property who wants to work on their business rather than in it and build a genuine seven figure net wealth and an annual six figure income with 100% money back guarantee. Go to www.donttalktotenants.co.uk now. Back to the podcast.

[Sir Marco Robinson] (24:52 - 24:55)

What made you the most scared ever?

[Daniel Hill] (24:56 - 25:09)

Very good question. So as we do, I'd probably think most recently, I would say the biggest thing I've been scared of in my recent adult life was probably my dad died last year.

[Sir Marco Robinson] (25:09 - 25:10)

I'm sorry to hear that.

[Daniel Hill] (25:10 - 26:20)

No, I appreciate it. Thank you. And it was prepared.

It wasn't necessarily his funeral. It was preparing for his funeral. And I haven't been scared for a decade because I put myself deliberately and intentionally in difficult situations.

And as you get older, you become more comfortable, don't you? I don't think they get any more risky or any more less scary, but you just, you live in that space and you know, you get thicker skin. And I would say that the fear that I had of going through that experience and not thinking emotionally or mentally that I'd have it in me, and anyone who's been through that experience might be able to resonate, those who don't, wouldn't.

But it was a fear for, and it was probably after the sort of numbness wore off of him dying and then maybe getting a week out from the funeral and preparing the speech and thinking about carrying the coffin and standing there and doing a eulogy, I was without a doubt the most scared I've ever been in my life, but really scared, emotionally scared, terrified. I don't know if we were on the mic when we were talking earlier about if I had the opportunity to leave and not do it, would I do it at any point? So that was...

[Sir Marco Robinson] (26:20 - 26:26)

What do you think the fear was? Do you think it was doing him proud at his funeral? Do you think that was what the lens was?

[Daniel Hill] (26:26 - 27:01)

Yeah, I think it's one of those things you never want to do, I think. So there's certain things in your life you don't want to do, whether you know they're going to happen or not. And I think it was just, it was the fear of, yes, it's a really, really good question.

I think it was, did I have the strength to do it? I managed his illness and his death emotionally quite well. And I did, I thought, am I on the, am I sort of approaching a cliff edge of a breakdown that's going to happen in the middle of carrying his coffin or something like that?

And yeah, it was just emotionally, I'll say that was the scariest thing.

[Sir Marco Robinson] (27:01 - 27:02)

It was a vulnerability.

[Daniel Hill] (27:03 - 27:19)

Yeah, I'd say so. Yeah, it was, it was, it was fear. Like when you say scared, I was scared.

I was, I was fearful. So that was the most recent thing. And then I'll have to think while you talk, what would you say, what have you been, what have you done that's been really scary?

[Sir Marco Robinson] (27:20 - 28:15)

There's a few things. There's one thing that stands out and the reason I'm making a musical is about this. So when I was making the feature film that eventually succeeded on Netflix, it was going to be a different film called Truth 99, which is the true story about the Russians bombed a building in Kiev in 1999.

Because the director's wife was Ukrainian, it was meaningful. So we wrote the script, we did all the social media, got the word out. And as the word was reaching further, Adrian calls me one day and at that point it was in Malaysia, had my own restaurant there, spent 20 years there.

And he said, um, are you sitting down? I said, why? He said, are you sitting down?

I said, no. He said, sit up down now. I said, okay.

He said, your face, your social media is all over Russian news.

[Daniel Hill] (28:15 - 28:16)

I did see that.

[Sir Marco Robinson] (28:18 - 28:41)

And I said, is this a joke? He said, no, it's not a joke. My first reaction was great.

That's fantastic PR. Right. That was my overriding instinct to say.

He said, no, no, they've circled your comments in red about the, you know, who? Um, I said, well, I don't believe it. Send me the newsreel.

[Daniel Hill] (28:41 - 28:44)

That makes me feel nervous just listening to it. And it wasn't my face or name.

[Sir Marco Robinson] (28:45 - 30:46)

So I got the newsreel sent to me and translated, and it was true. And I was watching my picture or my social media on Russian TV and the newsreader saying, this guy is a dead man walking. Is he crazy?

Now, when I saw that, it kind of sunk in and then I was really scared. But the thing was, making a film was my life's dream. And I'd lost the money.

I think I told you that before in the conversation that I put 25 grand in with this other filmmaker to make the film and I lost the money. She disappeared. And then this came, I thought I'm never going to make this film.

So one side of me driving to make this film. The second side of me has got this threat, can't make the film. And as we're success driven, we're thinking, how are we going to get out of this and make the film?

Right. Yeah, absolutely. So we decided to stop production and still it all kind of blew over.

Now at the same time, this was happening for probably about six months. I would think it was a beautiful Russian girl on my Instagram chatting away. Not sexually, just very nice, you know, love what you do, all that kind of stuff.

And eventually got more, you know, intimate. And she said, can I come and stay with you and see you? I said, sure.

So picked her up at the airport, took her back to my place. And after three days in bed, not that I'm a great in bed, but after three days in bed, red silk sheets, just like a James Bond film set, she said to me, we were both naked. She said, I don't think you should make that film.

And I said, why would you say that? She said, because I'm not who you think I am. Oh my God.

Well, I said, who the fuck are you? She says, I've been sent here to warn you not to make that film. Now at this moment, I'm having visions of From Russia With Love, this surreal kind of detachment.

[Daniel Hill] (30:46 - 30:47)

Sounds like he just walked into a film.

[Sir Marco Robinson] (30:47 - 31:28)

Exactly. I mean, this is literally a movie. And I'm laughing because you laugh when you're nervous and you're afraid, right?

You don't know what to do. I mean, literally, I'm naked, totally vulnerable. And I said, well, what?

She says, I'm a Russian FSB and I've been sent to warn you, your office has been bugged for the last nine months. We know exactly what you're doing. So what do you do when you're sat there lying there naked?

And of course, everything stops working and you kind of don't know what to do because if you make a move, you could be dead. I mean, she could have a gun under the pillow. She could put poison in my drink.

Anything literally could happen.

[Daniel Hill] (31:28 - 31:30)

Oh my God. Yeah.

[Sir Marco Robinson] (31:30 - 32:21)

And there's no one else there. I mean, I lived in this penthouse apartment. No one else is around me.

No neighbours. So I thought this could be it. Anyway, I laughed it off and, you know, I said, I don't believe it.

And all this kind of thing is a way to kind of avert it. And my instinct then, my only instinct, because I'm very good at survival, was to just take her in public for the next, because she was due to stay with me for another week, take her in public, meet all the friends, make sure everyone knew who she was. So at least if anything happened, they'd know that was the suspect.

Right. So this went on for like three, four days before I could even process what she had said to me. I got the office checked and it was bugged.

So she was telling the truth. And one day she said, listen, you know, I'm cousins with the president and showed me a picture of them both embracing.

[Daniel Hill] (32:22 - 32:29)

And is this the film you did actually end up releasing? No. This is the next one.

This is the Legacy of Spies.

[Sir Marco Robinson] (32:29 - 34:12)

So the musical is Legacy of Spies. Yeah. So anyway, it took me three days to process this.

And I said, listen, and I sat down, I said, I've made that decision. I said, listen, I've had a really good think about what you told me. And I'm going to say something to you right now, I need to say, because this could be the last week of my life.

I said, number one, I'm not going to make that film. Number two, if you were going to kill me, you would have already killed me. Because you guys are pretty clever at doing that.

And I said, thirdly, because it's the last week of my life, I'm going to have a good time. Now, you can stay with me and have a good time with me as it could be the last seven days of my life, or you can disappear. She laughed and she says, no one's ever said that to me before and we had a great time.

And obviously, you're still here. I'm still here now. Cut to 18 months later, the actual filming of Legacy of Lies in Kiev.

I get a phone call from reception in the hotel, I said, Mr. Robinson, there's someone here to see you. She said she knows you said, I don't know anyone in Kiev. Well, she said she knows you.

I said, put her on the phone. She says, Marco, it's Anastasia, we met in Kuala Lumpur in Malaysia. Remember?

Can you come down and see me? So I'm thinking, oh, my God. So this is the same girl that was in bed that threatened to kill me, went downstairs.

Let's have lunch. She said, right, I'm going to come on the film set, meet all the actors and the crew and tell them to stop filming because I think you're still filming the film. Now, I was already cool because it was not telling the true story, so that was good.

Right. And I basically stood up and said, no, you're not. You can go yourself.

You're not going to do that. And if you do do that, things are going to happen that I'm going to do because I've got a gun.

[Sir Marco Robinson] (34:13 - 34:13)

OK.

[Sir Marco Robinson] (34:13 - 34:17)

Right. And then she laughed and all that kind of thing. And then I never saw her again.

[Daniel Hill] (34:18 - 35:01)

Blimey, that is. I'm not surprised you were scared. That is that sounds like something out of a feature film, let alone making one.

Goodness me, you have ridden quite the rollercoaster. And let's line up a bit with something. And on par with that profile, you have a big profile in the UK, around the world, social media, UK TV documentaries, Netflix.

When we think about the profile and having a big profile, how did you build it? Why have you got it? And what does it do for you?

[Sir Marco Robinson] (35:01 - 35:21)

Great questions. And apart from what you just said, well, I've been in business a long time, you know, so especially now, in 2024, social media is everything. People don't go and tons of research and Googling more.

They go straight to your Instagram. So you are presently correct. Authentic is the first thing we did.

[Daniel Hill] (35:21 - 35:25)

Yeah, there you go. First thing I did. And then you go down the rabbit hole and I feel like we've known each other for years.

[Sir Marco Robinson] (35:25 - 35:43)

Exactly right. So that's what we do. So therefore, it didn't used to be like that, as you know.

Didn't used to be like that. And very early on in, you know, social media is pretty young, really. And it's like 20 years old, less than 20 years old, isn't it?

Before Instagram, I think Facebook was 2007.

[Daniel Hill] (35:43 - 35:47)

Well, I remember joining Facebook in 2004 when I started university. Something like that. 20 years.

[Sir Marco Robinson] (35:48 - 37:25)

Yeah, 20 years. And at that time, I was doing like newspaper ads and being really successful at that with property events like you used to do. And like you do.

And, you know, I met some younger guys who said, listen, newspapers are finished. It's all about Facebook. I said, not believing 100 percent.

I said, OK, let's try some some stuff. And I kind of built my profile for kind of fun. Not not really for business.

I didn't have a clue what I was doing. And I just started posting crap that I was doing. Right.

And and then I realized people actually are engaging with it. And I thought, what the fuck? This is interesting.

And then I just kept doing it and doing it with no strategy, no strategy at all, not thinking that anyone would buy any products off an IG account, why would people do that? So I just kept doing it and doing it. And then I just kept building the audience.

And then it got fun because, of course, the vanity metrics were kicking in. I was building an audience. I was getting engagement.

And as you probably know now, I like to do really big stuff. If for me, life's very short. So if I'm going to do something just like you, I want to go and do it properly, big, all that kind of thing.

Right. So I'm doing all this stuff and. It's just I'm having a lot of fun doing it and have more fun social media now than I did before, is just fantastic, because people actually pay me directly on that.

And in the sense they say, send me a payment link. I want to buy now. It's like this is nuts.

[Sir Marco Robinson] (37:26 - 37:26)

Yeah.

[Sir Marco Robinson] (37:26 - 37:56)

Do you know what I mean? There's no like two hour phone sales call anymore. There's no.

Yes. Webinars are fantastic. So well, it's more kind of transparent, authentic.

I love it. And to build it, I just went out there and just documented my life, really. And what I will tell anyone that wants to grow the social media is document everything.

Document you going to the car, opening the door. I'm going to see Daniel Hill today. People what people actually watch that.

They watch it.

[Daniel Hill] (37:56 - 37:59)

They watch cat's licking ice cream. They'd love to see what you're like. Yeah.

[Sir Marco Robinson] (38:00 - 38:14)

They like every little secret thing. And the more you can get the balance between the kind of stories in IG where you're showing you document and diarize in it and you can create office. It's incredible.

I've done two million on my Instagram in the last few years.

[Daniel Hill] (38:14 - 38:22)

Amazing. It's nuts. And is that products that you've got and you're sort of selling them through your DMs or using like Instagram shop or like offers?

[Sir Marco Robinson] (38:22 - 38:36)

Not even using a shop, just plain old IG account where I'm either promoting a masterclass. OK, I've got offers within IG, free masterclass. Yeah.

Some low cost to do paid.

[Sir Marco Robinson] (38:37 - 38:37)

Yeah.

[Sir Marco Robinson] (38:38 - 38:45)

But I've created an offer suite. Now, I started with a high ticket. Like ten grand.

Six months coaching with me.

[Sir Marco Robinson] (38:46 - 38:46)

Yeah.

[Sir Marco Robinson] (38:46 - 39:24)

And I started off after the pandemic, after the attempted suicide attempt, very nervous, very unconfident. But it was like, why not? Let's do this.

And I think I put a post saying I'm looking for five people to teach in business to be successful online. And I got like 150 messages. And then I booked all these phone calls in.

It took me there was they were booked out for six weeks. And when it got to two weeks, people forgot about the phone call. So I had a lot of learning there, you know.

Well, then people start buying. And I think that 12 grand my first month with no ads or nothing. Like I don't even I don't I've never done ads until three months ago.

Really? So powerful.

[Daniel Hill] (39:25 - 39:31)

Yeah, absolutely. And are you finding that through organic or paid through? It was all organic.

Really?

[Sir Marco Robinson] (39:31 - 39:42)

Yeah. And what I did to reach more targeted clients, I hired my son to do cold outreach on DM. And that was that effect to.

Fantastic. Really? Absolutely.

Fantastic.

[Daniel Hill] (39:43 - 39:47)

Existing followers or people who've engaged or complete strangers. Really?

[Sir Marco Robinson] (39:48 - 39:48)

Coaches.

[Daniel Hill] (39:48 - 40:08)

I just sit on a board of a company who do that. And I've always been hesitant to it. They absolutely rave about it.

Yeah. And you would like you would likewise. Well, we just called out one million on DM's cold outreach.

That's that's impressive. And it's literally just sort of we would call it flirt and convert. So we reach out, establish conversation, see what they want.

[Sir Marco Robinson] (40:08 - 40:10)

Yeah. But now it's less BS.

[Daniel Hill] (40:11 - 40:11)

Yeah.

[Sir Marco Robinson] (40:11 - 40:13)

Because before there was like, you know, oh, yeah.

[Daniel Hill] (40:13 - 40:26)

I mean, I get cold outreach all day, every day. Yeah. People who want to edit my reels, people who want to come on podcast.

And I can see it. It just doesn't even look to me like a natural conversation because it's crap. So it's a different way of doing it.

[Sir Marco Robinson] (40:26 - 40:37)

It's not because it's got to be completely authentic. And because I've built a decent profile, they kind of, oh, OK, let's have a look. Let's have a look at the message.

Yeah, that's that's the that's a bit of a difference.

[Daniel Hill] (40:37 - 40:52)

When did you go through the gears with that? So you had your sort of newspapers, social media. Then you started to move into like Channel four.

You know, you've done a number of episodes and series with them about giving houses away for free. How did you get that break or how did you?

[Sir Marco Robinson] (40:52 - 40:59)

That's a very interesting story. This was it worthwhile. It's the first time I've told the truth about that.

I mean, you've got an exclusive on this.

[Daniel Hill] (40:59 - 41:01)

Let's go now.

[Sir Marco Robinson] (41:01 - 41:05)

I wrote a book in 2017 called The Financial Freedom Guarantee.

[Sir Marco Robinson] (41:06 - 41:06)

Yes.

[Sir Marco Robinson] (41:06 - 41:18)

About property. And I was promoting it everywhere and I was doing I did a competition to give away a house. If you bought the book, you got like a free ticket.

And I gave a house away for that. Right.

[Daniel Hill] (41:19 - 41:21)

House, no mortgage. Correct. Into your name.

Correct.

[Sir Marco Robinson] (41:23 - 42:45)

So the old thing today, very bold thing. I like it was a very bold thing, but it worked because Channel four sent a message to me. So, Mr. Robinson, we'd love you. We love your story. We love the fact you're giving a property away with your book. We've we've researched you with that.

You were homeless. We're making a TV show about. The social housing issue in the UK.

We would love you to do the show to be your show. And we would love to give the house away to homeless family on TV show. Now, I didn't even hesitate.

I mean, it's literally a microsecond said, yes, I'll do it now. Yeah, because I could see the PR value not just for helping homelessness, but the PR value for the brand would be is it not was probably in the most enormous think opportunity. Now, behind the scenes, they told me that Marco actually did approach other people before you.

This is the I haven't told people that before. Cool. And we approached billionaires, multimillionaires.

And they said, listen, they wouldn't they give like a year's rent, but they wouldn't give the house away. I said, OK, so, you know, you're our last kind of hope. Right.

So it wasn't because of me, me, but it was because I would took the risk to do that before. Does that make sense?

[Daniel Hill] (42:46 - 43:28)

Absolutely. Yeah. Well, I don't know what kind of channel it was, but when they did the meet the landlord series, sort of undercover landlord tenant, and then you had to go and meet the tenant.

You might even had to swap houses with the tenant. Yeah. And I was very hesitant about doing that.

I agreed to do it. They came and did the first day of filming. And I just had this vibe that they were going to put me in a really bad light.

And one of my friends did it. And he actually did get shown in a bad light. And I was quite glad that I backed out of it in the end.

But you came across incredibly well. They were very complimentary. Yeah.

They obviously promoted you given house away for free to homeless people. So they'd be very even the best headline clip. Bayer would struggle to throw that down the drain.

[Sir Marco Robinson] (43:28 - 43:44)

I didn't see a downside. But in it, obviously, I wanted to do it philanthropically because that was something that was a big statement. I mean, the original the original show was to highlight the fact that.

There's so much homelessness and people, the reason people can't reason people are homeless is they can't afford to pay the rent.

[Sir Marco Robinson] (43:44 - 43:44)

Yeah.

[Sir Marco Robinson] (43:44 - 43:59)

In the cost of living crisis, nuts is bonkers. And if for me, it was making a statement that, listen, we need to we need to address this issue. You know, we need to get on this.

And after that show, I start my own charity. And we've helped hundreds of families off the street that were sleeping rough.

[Daniel Hill] (43:59 - 44:00)

Yeah. Good for you.

[Sir Marco Robinson] (44:00 - 44:00)

Yeah. Yeah.

[Daniel Hill] (44:01 - 44:11)

Well done. Congratulations. And that was actually the first time I saw you about five years ago in The Times when you did did that.

So funny how things come around.

[Sir Marco Robinson] (44:11 - 44:17)

You're up around. Greatest achievement has you see it?

[Daniel Hill] (44:18 - 46:18)

Greatest achievement as I see it. I don't want to be unsensitive saying this because you shared with me before the podcast and you shared when we were recording a moment ago that you had an attempted suicide attempt. And I haven't had that.

I've had some dark times, but I can categorically say I have never. You know, in touch with won't ever. But I can't say that.

But I haven't ever had that experience, although I have lost lots of friends through suicide ever since I was a kid. And what I would say is one of my greatest achievements is I never thought I would live to an older age or I always I was always paranoid I would die young. And I'm starting to shake it off now.

But I would say my greatest achievement by my standards is to live to this age and be fit and healthy because I never saw so young. Yeah, I know. Which is bonkers.

It's bonkers. Yes. Well, actually, the reason for that was and I said this in my dad's eulogy.

One of the reasons I handled my dad's death really well was my dad had the same issue. He, for whatever reason, was convinced he was going to die young. So he always used to say, you know, when he was talking about retirement or talking about making the most of life, he'd say, you know, if I'm lucky, I've got seven years healthy left.

And he always used to say, I won't be here in 10 years. Well, he's been saying that for 15 years, self-fulfilling prophecy in the end. Yeah, I've been saying it for 15 years.

So actually, when he did die, I thought I was on borrowed time anyway. But what it did do was it made him live a great, great life. He was only retired for a year before he died, but he didn't need his retirement because actually he lived his whole life to the max, always did what he wanted, had a great time, happy days.

You know, and he said many times if he died today, he would have died a happy man. So that was great. But I think it also instilled in me, well, twofold.

One is when he died, and I talked about it in his eulogy at his funeral, was it didn't surprise me. And actually for 10 years, every moment I'd spent with him, I'd taken these mental photos because in my head I thought this could be the last time I eat this dinner with you.

[Sir Marco Robinson] (46:18 - 46:20)

So you kind of collected the memories, put a stamp on it.

[Daniel Hill] (46:21 - 47:33)

You know, people say, oh, I wish I'd have been more present when I was with them. I could. There's not a person on this earth who has probably been more present with another individual.

In fact, that's probably an exaggeration. But I was every time I was with him in my head, I was constantly thinking this could be the last time, which is really, really valuable as an experience and add a lot of value. But also, I think it put that into my head.

I was not going to live to a decent age. That's one thing. And then second, and I share this on a podcast last week was I genuinely walk around in my life sometimes now.

And I don't want this to sound arrogant, but I can't believe how amazing my life is. And I can't believe I got here. There's so many times I could have gone bust, had deals go belly up.

Deals that I've bought that have been absolute lemons and could have lost me a million quid have actually made me a million quid. Things that I've done. And I just think I, I just am astonished that it's worked out well for me.

But then equally, I look back and think. You know, I think I do deserve it. I think I was hard for it.

I don't think there's always luck. But I also think I gave it everything I had. Yeah.

And yeah, I would say to be where I am today astonishes me. And it's it's my greatest achievement.

[Sir Marco Robinson] (47:33 - 47:34)

That's an awesome.

[Daniel Hill] (47:34 - 47:36)

I think that's my first.

[Sir Marco Robinson] (47:37 - 47:37)

Yeah.

[Daniel Hill] (47:37 - 47:40)

And then hopefully having a hopefully having a baby that would be.

[Sir Marco Robinson] (47:41 - 47:53)

So I think that is like, you know, that you've gone all out. There's nothing more you could you could have done. So that's the greatest achievement, right?

Because it was all you. You went to beyond the limit sometimes.

[Daniel Hill] (47:53 - 48:15)

Yeah, I just think it was. Yeah, yeah. We're not when you asked me, it's because it's fresh in my head and I've got a lot of gratitude at the minute last year or so.

Lots of gratitude for various reasons. And I feel like, yeah, that's probably my my greatest achievements. And then there would be other ones along the way where I've stood there and thought, wow, I can't believe.

But I suppose it all crescendos up, doesn't it? What about you? Greatest achievement.

[Sir Marco Robinson] (48:15 - 48:16)

It's a difficult question, really.

[Daniel Hill] (48:17 - 48:25)

How do you feel in reflection about your attempted suicide? Do you feel that that's an achievement having survived that? Has it given you a new lease of?

[Sir Marco Robinson] (48:25 - 48:29)

It did, because the day that that happened, I was actually in my mom's house upstairs.

[Daniel Hill] (48:29 - 48:30)

OK.

[Sir Marco Robinson] (48:30 - 48:34)

And she we just got the letter from the bank. And I was like, I collapsed on the floor.

[Sir Marco Robinson] (48:35 - 48:35)

Yeah.

[Sir Marco Robinson] (48:36 - 48:40)

But I didn't want to show her, you see, because I retired her.

[Daniel Hill] (48:41 - 48:43)

Yeah, I mean, that's a tough back step then, isn't it?

[Sir Marco Robinson] (48:43 - 48:57)

Yeah. And. And I went and bought like loads of pills.

And then I swallowed about 250 pills or something like that. 15 minutes later, my mom comes in with the letter.

[Daniel Hill] (48:58 - 49:01)

That was before the letter arrived?

[Sir Marco Robinson] (49:01 - 49:03)

No, after she found the letter.

[Daniel Hill] (49:03 - 49:03)

OK.

[Sir Marco Robinson] (49:04 - 49:07)

Read the letter. She came upstairs to the door.

[Sir Marco Robinson] (49:07 - 49:07)

Yeah.

[Sir Marco Robinson] (49:07 - 49:10)

And she says, we can beat these bastards.

[Sir Marco Robinson] (49:10 - 49:11)

Oh, wow.

[Sir Marco Robinson] (49:12 - 50:02)

And that. I didn't expect. I did not expect that.

And she went and I put my fingers down the throat and threw all the pills. And that moment I said, right. I basically, like you just said, I went all out and fought the bank.

The bank was the biggest enemy. And I had to go on social media and call them out because they sold that. They did a survey, but didn't pick up the firecladding.

And they tried to sell it without the firecladding approval. They sold it without telling the next buyer that the firecladding was bad. And they got it on tape.

They got the new buyer on tape because they tried to take me to high court and sue me. So I got all this evidence together.

[Daniel Hill] (50:02 - 50:04)

So that was to the tune of like two million, three million?

[Sir Marco Robinson] (50:04 - 50:04)

3.6 million.

[Daniel Hill] (50:05 - 50:06)

3.6 million. Yeah.

[Sir Marco Robinson] (50:07 - 50:31)

And they they they went, well, they did a lot of dirty tricks, Daniel. They slimed me on social media. They got personal.

They said I was a liar and all this kind of stuff. Right. So I had to go and get the evidence.

And when I did and they they they pulled out and basically pulled out the claim on my assets. And I won. Yeah.

[Daniel Hill] (50:32 - 50:32)

Amazing.

[Sir Marco Robinson] (50:33 - 50:37)

Right. But it was that was the yes, you're probably right. That was the greatest achievement.

[Daniel Hill] (50:38 - 51:52)

Yeah. Congratulations. And it gives hopefully I mean, congratulations on going through that experience and coming out the other end.

Like, you know, more power to you. And equally for people to the listening to this, we need to have that conviction and confidence. You can go up against the big boys in 2010.

I think it was about two or three million with Lloyd's. And I'd locked it. So post global financial crisis, I'd locked it on a 25 year repayment at six point four percent.

Right. Which was high by anyone's standard. But because I didn't want to get caught out by inflation or, you know, I just I just thought it was a safe bet.

But then when George Osborne Osborne bought in the section 20 ones before, was it where he banned landlords being out of interest? Yeah, I was lose. I went from the net difference was losing tens of thousands of pounds a month.

I couldn't physically afford to hold the portfolio. I went to Lloyd's and nowhere near the same scale as yours. But in order to get off that loan, they wanted one hundred and twenty eight million or one hundred and twenty eight grand on one loan and one hundred and fourteen on the other.

So it's best part of a quarter of a million quid in early redemption fees to get off the loan. And I was absolutely bonkers. So we went to war with them.

And in the end, we paid 18 grand.

[Sir Marco Robinson] (51:53 - 51:53)

Nice.

[Daniel Hill] (51:53 - 51:53)

Yeah.

[Sir Marco Robinson] (51:54 - 51:56)

So that's a lesson. That is incredible.

[Daniel Hill] (51:56 - 52:16)

Yeah. Yeah. And it just shows that although they're the banks and you think they're the big boys, if it's not fair and it's not right.

Yeah. And I know they were there. I was on the on the hook for that early redemption.

But because the law had changed, it was like, look, I can either you can work with me on this or, you know, it's going to be a bigger problem.

[Sir Marco Robinson] (52:16 - 52:22)

So well, that is you're right. I mean, they were so they were such a bully and everyone's scared of banks.

[Daniel Hill] (52:23 - 52:51)

Well, I think also they rightly should be. I mean, my biggest just before you came in, we were doing some some content and they were saying, what is easy? Well, this is a good question for you.

The question they asked me was, is it easier to get wealthy or is it harder to get wealthy or stay wealthy? What would your answer be? Not an easy answer, is it?

No, that's exactly that was my answer. That was my that was my exact answer. So that's a really tough question.

Yeah. Is it harder to get wealthy or stay wealthy?

[Sir Marco Robinson] (52:53 - 53:00)

You'd have to say get wealthy. That would be the go to, wouldn't it? However, when you get wealthy, everyone wants to take it off you.

Yeah.

[Daniel Hill] (53:01 - 54:16)

Including the banks. I mean, that's where I went with that, as I think I would say probably get wealthy was the harder part. But it depends what you like, because if you get wealthy and you and you walk around carrying loads of liabilities and overheads, then it's going to be hard because you're going to be constantly navigating different economic environments, governments, whereas if you get to the top and then you de-risk and you de-leverage and you diversify, it becomes easier.

And my business partner lost a lot of money when Lehman Brothers went down. Yeah. And after that, he refused to use banks.

So we did everything cash. We never borrowed any money. And he hit in his head.

He was just did not like the banks. I've got other clients, investors who have been bankrupt and they're like, just don't use the banks because when when when the tune gets called in, it's all well and good. They'll lend you money.

What's that saying about the umbrella? The banks will lend you an umbrella until it's raining. Yeah, so exactly.

And they'll lend you money as long as you don't need it. But when that market tanks and they want to read and they say, you're no longer 75 percent loans of value because the market's dropped 15, 20 percent, which some people could have been caught out within the last two years. Then they pull the rug and say, right.

As per clause 156 in your mortgage, you know, you need to re-collateralize your portfolio.

[Sir Marco Robinson] (54:16 - 54:18)

There is no movement on that whatsoever.

[Daniel Hill] (54:18 - 55:04)

Now you've got 30 days. You pay down 25 percent of your debt or we repossess the property. Yeah.

And then they ride the market for six months and then they... Bonkers. Right.

Last but not least, let's end with something nice, but also I'd be intrigued to know your angle. So philanthropy. Yeah.

You have done lots of charitable efforts. You got your knighthood for charitable efforts. You helped over 300,000 people, I believe, in Malaysia, blind people.

You've now also started your own charity in this country. Yeah. You've helped.

You've given unencumbered properties away for free to the homeless. What is your take on philanthropy? What is your experience with it?

Why? Why do it? Let's go for that to finish.

[Sir Marco Robinson] (55:05 - 57:15)

Why do it? Because of my own story of homelessness. And and also not just that, but also the causes of it, which are not necessarily...

They are the fact that you can't afford the rent, but the causes of that. You know, I'm watching my mum suffering. Hugely, you know, and being sexually abused by a stepdad for years.

You know, when she was 12, he put his hand on her breast and said, I didn't marry you for your mum, I married your mum to get to you. Yeah, that's horrendous. That is, that's in the patriarch in the 70s, right?

So a lot of it is my own story, definitely. The fact that the first thing I wanted to do was retire my mum, so she didn't have any worries financially anymore. Right.

Then it was about looking at the infrastructure that there isn't and there is no system. That protects anyone if they are about to lose the house. And, you know, if you get blacklisted for not paying a one payment on time, six years, you're not going to get a loan.

Which is acutely ridiculous, is punitive. And I was meeting a lot of homeless people, especially recently, and finding out their stories and, you know, broken relationships, emotional problems. Well, there's no mention of addiction because addiction became a result of the pain to numb the pain of where they were.

Is that right? Yeah. And so I saw all of that and I met a lot of people and I met a guy called Andrew Funk about five years ago.

He watched the TV show, said, let's collaborate. And he was homeless as well. And actually, he was the only person that went to the European Parliament and actually got a policy together and actually started moving things.

And now we actually partnered. We got a place in Barcelona and we did a test run of getting corporates to sponsor a family or a single person if they were educated for one year every month. And we had 100% success rate.

We found the model. To get people out and back into work or into a small business, something like that.

[Sir Marco Robinson] (57:15 - 57:15)

Yeah.

[Sir Marco Robinson] (57:15 - 57:17)

Yeah. So that was the story.

[Daniel Hill] (57:19 - 57:44)

And what is it when because it also is a natural, I suppose, entrepreneurship is a rite of passage to philanthropy because you need the time, the experience, the money to do it. But it's also the natural journey. Most big players, you know, whether it's Warren Buffett or, you know, most people tend to not most people.

A lot of people tend to go towards that. Why do you think that is? Why do you think philanthropy is the?

[Sir Marco Robinson] (57:46 - 57:51)

You know, I think philanthropy for a lot of rich people is a veil.

[Daniel Hill] (57:52 - 57:54)

OK, let's explore that. So it's interesting.

[Sir Marco Robinson] (57:55 - 57:59)

Well, let's talk about Epstein, for example. Let's talk about Bill Gates, for example.

[Daniel Hill] (58:00 - 58:16)

Well, Bill Gates, I mean, Epstein immediately just screams, you know, that's blatantly an issue. Bill Gates, I've never seen anything incriminating of him, but heard everything him be branded with everything. Is that legit?

Is he not really?

[Sir Marco Robinson] (58:17 - 58:52)

Well, I mean, I didn't really believe it totally until I heard his wife speak about him. His ex-wife. Yeah.

But he went to Epstein Island and you know, as soon as she knew that, that was really it for her. Right. But there was a lot of other stuff.

I mean, he's buying all this farmland. Yeah, I saw that, yeah. You know, cows are bad for the environment, you know, let's get processed vegetarian food.

We don't need farmers. And where is that going? You know, climate change.

Really, you know, so that's a whole nother conversation.

[Daniel Hill] (58:52 - 59:28)

Well, on the same vein, though, what you were saying earlier about. And so we've got a charity. I didn't actually go to register a charity.

We have a charity initiative every year where we partner with another charity. Right. And last year we hit half a million pound donated various charities around the world.

And our key mantra is similar to yours, where we don't want to pay the overheads of big charities. I was listening to a Joe Rogan podcast at the weekend, and they went through these big name charities and said, what percentage of donations actually gets to the gets to the fund? Yeah, that is actually given to a person.

[Sir Marco Robinson] (59:28 - 59:29)

It's like a small percentage.

[Daniel Hill] (59:29 - 59:30)

Single digits.

[Sir Marco Robinson] (59:30 - 59:30)

Yeah.

[Daniel Hill] (59:31 - 59:50)

Single digits. And the rest was on consultants, professional fees, overheads, the most legal money laundering venture ever. I mean, it's sad, isn't it?

It's disappointing. I mean, I we raise money. We also give money.

You know, the girl was around the pub on Sunday when I was watching the football, shaking the Macmillan basket bucket. And I was like, 20 quid. There you go.

[Sir Marco Robinson] (59:50 - 59:50)

Yeah.

[Daniel Hill] (59:51 - 59:53)

Is that going to make its way? You'd hope so, but it doesn't.

[Sir Marco Robinson] (59:53 - 1:00:16)

It just doesn't. That's that's the important thing that, you know, and let's talk about the UK's policy that they have to help foreign countries that are in trouble, supposedly in trouble. That's written into the law.

Right. Now, I was reading a story where they gave 17 million to the South African president. He built a house with it for 17 million.

You know, there's so much of that going on.

[Daniel Hill] (1:00:16 - 1:00:28)

And in America, I mean, again, I was listening to stuff at the weekend approaching the election where all this funding's go. Like who, how the anyway, because we keep going all day about that. Yeah, I mean, also, I was going to end on a positive note.

[Sir Marco Robinson] (1:00:28 - 1:00:35)

But I say one thing, if the Chinese government makes the voting machines in America. There's a red flag.

[Daniel Hill] (1:00:35 - 1:01:03)

Oh, yeah, absolutely. Yeah. It's going to be interesting to see.

Yeah. I mean, you can go down that road. Well, one thing I wanted to explore is because I've been asked this before and I and I just get your opinion.

So I do my charitable stuff and not raise money for charities. It's something that's quite close to my heart. And, you know, I do really enjoy it.

But people say, you know, why do you do it? And I was like, well, apart from your, you know, you want to help other people in that scenario. In fact, no, maybe that is your answer.

[Sir Marco Robinson] (1:01:04 - 1:01:05)

You want to help people that want to be helped.

[Daniel Hill] (1:01:06 - 1:02:00)

Yeah. And I think actually when people say to me, why do I do it? I don't think it's 100 percent charity, as in I don't.

It doesn't start. It's not like it's not self-serving. It makes me feel good.

You know, I like to help other people. Yeah. And if and I actually a friend private messaged me the other day and because he'd seen me sponsoring someone, he said, what is your sponsorship policy?

Because whenever anyone posts a link on the first one that's in there with my 50 quid or 100 quid, and if it's someone's really close to me, it's 100 quid. If it's somebody, anybody that I've never met is 50 quid. And they were like, what's your mantra or mindset?

And I was like, I actually feel an obligation. I have to donate. I feel like I have to.

I don't feel sane or comfortable unless I'm donating. And I feel like, you know, I just feel like I have to do it. I feel like an obligation.

And I don't know whether, yeah, I suppose it would just be interesting to know whether that you've ever felt like that.

[Sir Marco Robinson] (1:02:00 - 1:02:27)

I feel exactly the same as you. I feel it's an obligation, definitely, and I feel that it's a contribution thing. If I'm not contributing, and in a way, I feel guilty that I can actually help someone and have an impact if.

It's authentic, but even with so much charity going on that, like you say, you don't know where the money is going, if it's going to get there. But if if you can help a little bit, you want to do something.

[Daniel Hill] (1:02:28 - 1:02:48)

Yeah. And to get the biggest, our biggest sentiment is it's that we don't pay office overheads. We're buying for homeless people.

Like if it was for homeless people, it would be like socks and sleeping bags. It wouldn't be a hundred thousand pound donation to like a head office and stuff like that. So it's finding these niche and this.

Yeah. So, yeah, it's yeah, it's interesting.

[Sir Marco Robinson] (1:02:49 - 1:03:06)

During that, during just before the pandemic, I met the government. I had an idea to make. So to actually secure the fact that if you sent money, you got to the person you wanted to help, and actually all people got the money.

OK. Through blockchain technology. And I had all the system laid out.

[Daniel Hill] (1:03:06 - 1:03:07)

You're literally into everything.

[Sir Marco Robinson] (1:03:08 - 1:03:13)

Yeah. Well, it's just if I, you know, entrepreneur, I think how can I make things better all the time, isn't it?

[Daniel Hill] (1:03:13 - 1:03:15)

I'm pretty sure I saw you on a crypto podcast once. You probably did.

[Sir Marco Robinson] (1:03:16 - 1:03:16)

Yeah.

[Daniel Hill] (1:03:16 - 1:03:39)

Yeah. I mean, good for you. And you probably closed the sentiment.

So that's good on philanthropy. And a question I asked you right at the beginning is all things considered, you know, you've you've you've been kind enough to give us your time and share your journey. You seem to be speeding up, whereas I seem to be like trying to slow down.

Do you still genuinely love it? Like what what what's driving you? Where are you going?

Like what's the closing sentiment? What's the future look like?

[Sir Marco Robinson] (1:03:39 - 1:04:01)

It's a really good question. In fact, it's a brilliant question because that is subjective for me. And I'm sure it isn't for other people, but I would say that.

I don't actually know what gives me this drive. I couldn't identify one thing that gives it to me. I think it's a kind of first to keep proving myself.

[Daniel Hill] (1:04:01 - 1:04:03)

What does it feel like? Does it feel satisfying?

[Sir Marco Robinson] (1:04:03 - 1:04:14)

Yes, it's a thing that anything's possible. I get all the time to me. Marco, you're in the film industry.

You do property doing that. How can you do all these things and why? Why?

Why are you doing that?

[Daniel Hill] (1:04:14 - 1:04:37)

What did you think this more apart from the fact you were coming here on an average day when you wake up? But I listened to Dana White and Lex Freedman's interview the other day, which was amazing. He said, Dana White says every day he gets up and he's strapping his boots on ready for war because he's a savage.

What what's your general vibe when you're getting up like in this stage in your journey, this stage in your career? What's that general vibe or feeling that you've got? Just to finish.

[Sir Marco Robinson] (1:04:37 - 1:05:23)

I think it's just seize the day, man. What can I do today? It's extraordinary.

That's what it is. And when that film went to number two, Netflix, oh, my God. My first question was, what can I do next?

Yeah. How can I top that? That was the question.

Not. Oh, that's great. Now I'll just slow down.

And the the answer came, do it. Write a musical about a life story. And it was it was overpowering, Daniel.

It was undeniable. And I thought to myself, how the fuck am I going to write a musical? I can't even sing.

I don't know when for a friend of a friend. And it's a true story. I went to I was in a club with Clubhouse, the days of Clubhouse.

Yeah. So short days. Short days.

I met a lady called Susie Shaw, who was the lead singer of her. So I don't know if you know Susie.

[Sir Marco Robinson] (1:05:24 - 1:05:24)

No.

[Sir Marco Robinson] (1:05:25 - 1:05:36)

And she was actually met. We met and said, listen, I want to sing. I want to learn to sing.

I need lessons. Can you recommend anyone? I said, yeah.

So she got me this singing lesson. And that was two and a half years ago. And now I can sing.

Amazing.

[Daniel Hill] (1:05:37 - 1:06:34)

Ladies and gentlemen, that's six round with Daniel Hill. So Mark Robinson, do you want to hit the bell to finish? Absolutely smashed it.

Thank you for coming. Thank you, Daniel. I hope you enjoyed this blueprint podcast episode.

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