**TBP 223 Edited\_Transcription**

[Daniel Hill] (0:05 - 0:34)

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.

[Rachel Davis] (0:39 - 1:04)

I'm here with Rosanna Meyer, who's gone from employee to entrepreneur over the past two years. Congratulations, Rosanna, for getting into the Hall of Fame on Property Entrepreneur. That's absolutely no easy feat, and that's why we're talking to you today.

So I wanted to give you a huge congratulations on that. Can you, for the benefit of the listeners, tell us a little bit about yourself, your company, and how long you've been on Property Entrepreneur?

[Rosanna Meyer] (1:05 - 1:32)

Yeah, sure. So yeah, thanks very much. I'm a little bit taken aback by it all, to be honest, but yeah, I own a company called Robber UK now, which is a student events company, and I've been on Property Entrepreneur for four years.

And when I started Property Entrepreneur, I was the employee of Robber UK. And over the time of the course, I've kind of gained the confidence to be able to actually buy the company. So yeah, it's been a wild few years.

[Rachel Davis] (1:32 - 1:41)

Yeah, and that is an incredible achievement. So you've gone from working in the business as an employee to then actually being, what, the managing director, the big boss?

[Rosanna Meyer] (1:42 - 1:53)

Yeah, yeah. It's still even... It's been two years since I took over, and yeah, it still takes a little bit of time to be like, oh my God, this is mine now.

This is real. It's not a dream. Yeah, exactly.

Exactly.

[Rachel Davis] (1:54 - 1:56)

So yeah. Yeah, and that's...

[Rosanna Meyer] (1:56 - 1:57)

Yeah, definitely.

[Rachel Davis] (1:57 - 2:31)

When we put people into Property Entrepreneur Hall of Fame, it's because they've done something incredible, and I think you should just take a moment. It's really easy, isn't it, to just get sucked into the busyness of everyday life and responsibilities without taking a step back and actually saying, wow, look what I've achieved. Look what you...

You've gone from being an employee in the business to actually owning it, and that's like an incredible journey, isn't it? And that's why you're in the Hall of Fame, but you are also a Property Entrepreneur Award winner, aren't you? So did you...

You won Property Entrepreneur of the Year back in 2022, is that right?

[Rosanna Meyer] (2:31 - 2:51)

Yes. Yeah, yeah. Another one where a pinch me moment right there as well, and I was like, what, when they said my name, I was like, what, me?

No. Surely not. So yeah, again, and it was all kind of tied into this journey of making my way up the ladder.

So yeah, it's been a very interesting journey for sure.

[Rachel Davis] (2:51 - 2:56)

Yeah. And so for the benefit of everyone listening, tell us a little bit about where you were before you got onto Property Entrepreneur.

[Rosanna Meyer] (2:58 - 3:44)

So I basically worked for this company when I was at university, and then I went off and got a graduate job and then ended up coming back as general manager, and I was kind of working day to day and bits like that. And then we went into COVID and then coming out the back of COVID, obviously, hospitality was pretty messed up by COVID. So yeah, coming out the back of it, it's like, what do we do now?

And then had a conversation with the previous owner, and it was a case of, what's the next step? And it just seemed like the logical step. And I kind of had the confidence, I think a lot of it came from PE, to be honest, the confidence of, I can do this, I can do it, I've got a plan, I can do this.

So yeah, and then yeah, went ahead from there, and it's been nonstop for two years.

[Rachel Davis] (3:44 - 4:15)

Wow. And so you said it was all part of the plan. Just walk me through a little bit of that.

What do you mean? So you went on Property Entrepreneur, obviously we do, we talk about headline strategies and objectives, personal and professional. We spend three months, don't we, in a cave, not like a literal cave, but in our offices or outside of our offices, trying to figure out where we want to go for the following year.

And we put a lot of work into that, don't we? How did you get to the place that you are now using a plan from Property Entrepreneur?

[Rosanna Meyer] (4:16 - 4:50)

It was kind of like looking at next steps and where I see myself in. We do like the five-year plan, and it was like, where do I see myself in there? And then I had a few health challenges as well.

So it was kind of like, well, what do I do now? With my health challenges, I couldn't really go into another business, particularly if the business did close. And because I know this business like the back of my hand, it just seemed the logical step that, okay, to get to where I want to get to in my five-year plan, this is what I need to do.

So yeah, it all kind of fell into place. Wow, a bit of the universe working there.

[Rachel Davis] (4:50 - 4:55)

And do you mind expanding on health challenges you mentioned there?

[Rosanna Meyer] (4:56 - 5:57)

Yeah, so it was interesting, actually, just before I came onto PE, I was diagnosed with cervical cancer, and I had all my treatments and everything that went through with that. I ended up having kidney failure from the radiotherapy and things. And I was actually on the blueprint, just pretty fresh out by bladder reconstruction surgery.

It felt really good to be like, oh, okay, talk about something that isn't being poorly or something like that. And then the blueprint made me see a lot of things very differently, very quickly. And yeah, I took it from there.

And I just thought, okay, well, the issues of hospitality being what it was, the issues of me being kind of unemployable at the time, with all the stuff that I had to take into account. And then the business coming up to a discussion where we were like, okay, what's the next steps? And the previous owner was of a mindset of what's his next steps as well.

And it all connected at that time.

[Rachel Davis] (5:57 - 6:48)

And I can't imagine what that journey has been like for you, having not gone through something similar myself. But it's such a frightening diagnosis, isn't it, cancer? And it can throw your life plans out of the window.

But it sounds to me, from what you said, that your life plans actually really helped. Having the plan really, really helped you. And then the blueprint on Property Entrepreneur, if people don't know what that is, it's a 3D event that we hold in the summer.

And people go on to the blueprint, don't they, to find out a little bit more about what Property Entrepreneur is all about, and how to run a business, and how to do things like headline strategies and cave time plans. It's all of those things, isn't it? So did you feel that you were getting some clarity from that?

[Rosanna Meyer] (6:48 - 7:26)

Well, to be honest, I didn't have a plan when I started on the blueprint. I was very much like, and when you are going through a diagnosis, it's very much like, what's today? What's tomorrow?

You don't particularly look at the future, because it is really daunting. And you think, well, what is my future? And my stats weren't particularly helpful.

And I was like, oh my god, oh my god. And then you start thinking, OK, well, what is the plan? And then you start to think much more broadly on the course.

And I think that is the bit that I really needed to get out of the course, even much more than the other bits as well. It was like, OK, what is my five-year plan? I didn't even think five years ahead at the time.

So yeah, it really did help.

[Rachel Davis] (7:26 - 7:40)

So it's the life-by-design element of the blueprint and having personal and professional objectives and the five-year plan that really resonated with you, because that's where it was forcing you to think about the future that you were probably quite uncertain about at the time.

[Rosanna Meyer] (7:41 - 8:12)

Yeah, yeah. And quite nervous to even contemplate. I remember sitting at the super event, my first event on the actual course.

And we were doing the Wheel of Life. And I was just like, oh my god, I need to start thinking about this. And you think, OK.

And then actually breaking it down into each different element really helped me see that the health wasn't the be all and end all. Obviously, health is wealth. And it's really important.

But I also had to get the other ducks in a row. And having the rest of them would feed back into my five-year plan from there.

[Rachel Davis] (8:13 - 8:32)

Wow, it sounds like that really, really helped you. So that's really lovely to hear, actually, that you've got some sense of life direction from just going through the blueprint and then going on to the course. So where are you right now?

So we've talked a little bit about your journey to where you are. But where are you right at this minute today? Where are you?

[Rosanna Meyer] (8:33 - 9:38)

Yeah, so I think one of the challenges when you take over a business is kind of figuring out how to make your mark on the business. And so we've had the first year was very much kind of consolidating and figuring out the little things that pop up that you don't even realize are going to pop up and kind of learning how to manage the business. And one of the bits that I found hardest, more than anything, is getting someone to do what I was doing as general manager, to free me up to do the next step and kind of like working on the business instead of in it and kind of learning how to do that.

And it's still very much a journey. I've definitely not got it nailed yet. Because I think trying to get people into those roles is really, really tricky.

So yeah, it's very much trying to nail that side of it while trying to expand a little bit further on kind of my personality in the business. So looking at different angles, looking at how hospitality is working and the cost of living crisis and how that feeds into it. So it's challenging, but it's exciting at the same time because you can do something new.

[Rachel Davis] (9:38 - 9:42)

Yeah, so I imagine the cost of living crisis has had a big impact on the students that you serve.

[Rosanna Meyer] (9:43 - 10:02)

Yeah, yeah, it's definitely changed. Like you listen to some people that used to go, I mean, a few years ago, and it was very much like, oh, I used to go out every night of the week. Whereas now they're much more precise.

I mean, you might get them once a week, that kind of thing. And you have to make an offering tailored to them. It can't just be, oh, it's all fun and games.

And then you go home and take it from there, so.

[Rachel Davis] (10:03 - 10:49)

So it's a little bit more of that precision targeting that you've had to put in place to attract them at the right time and the right place to the right event, basically. Exactly that, yeah, yeah. You know, it is absolutely incredible because we were just talking about this earlier, weren't we?

Where, you know, people who take, you've just taken on a business and the responsibilities that come with being the owner of a business throughout a lot of your own life challenges, and you've still managed to do it. What do you think, this probably leads me on to like the biggest challenges you've had and the biggest problems that you've faced over the last few years. And it's probably, I imagine one of them, you know, correct me if I'm wrong.

Yeah, how have you done that with all of that in the background and taken on an even bigger responsibility and managed to do it successfully?

[Rosanna Meyer] (10:50 - 11:22)

I, yeah, it's quite interesting. It's very much whenever I have bad news, I kind of throw myself into work. It was quite a good distraction, to be honest, of like trying not to dwell and like, right, because at the end of the day, the payroll needs to be run, like the staff need to be where they need to be and the events go on, whatever's going on with me, the event will still happen that night.

So it's very much, it doesn't give me anywhere to hide. It's, you have to keep going with it. And I think for my personality, that's really helped to not just let myself dwell on stuff.

[Rachel Davis] (11:23 - 11:39)

Yeah. Oh, well, fantastic. So you've used that.

It's been a challenge, but it's also been a benefit. The distraction's been a benefit. So let's just get into some of the problems that you faced from going from employee to entrepreneur.

Talk me through some of the biggest challenges you've had.

[Rosanna Meyer] (11:40 - 12:21)

Yeah, so I think, like I said, the main thing for me is somebody to do what I was doing and being able to delegate in a way that kind of still gets the job done and finding someone to do that. And we kind of, we've ended up stepping up everyone within the team, but then you've still got a gap. So it's because most of our employees are actually students, they tend to only be here for three years, so you can't really look at longevity within the team.

So then it's finding somebody new and finding somebody that gets the ethos. Because we've been running for 25 years, so there's quite a lot of like an ethos and mentality within the company. So it's, yeah, it's been tricky to find that person.

I think recruitment is definitely the hardest thing.

[Rachel Davis] (12:21 - 12:42)

Yeah. And how have you, have you navigated that challenge of recruitment then? What have you used or done to help you, you know, put a framework in place?

Because as we both know, I'm a property entrepreneur, it's all about the systems that you use and the processes that you put in place to give you the leverage that obviously you're looking for. So have you, what have you done to help yourself with that?

[Rosanna Meyer] (12:43 - 13:26)

Well, I wrote a couple of job descriptions of what needed to get done and then we went to market to see what was out there. And we've actually ended up taking somebody on who's a graduate instead that kind of fitted quite a lot of the role. And then she's worked her way through it.

So it was really handy to be able to fit her into there. And I think because it is long hours, it's quite intense role, you need to have passion for it. And I think that you can, on paper, someone can come to a job interview and absolutely be right for it.

But then you speak to them and you just think they're going to be hard work. So yeah, if you've got someone who's got that passion, you need to jump all over it.

[Rachel Davis] (13:27 - 13:32)

Yeah. And that's how you found yourself a star hopefully with this. Yeah.

You go, well, what role will she be taking on?

[Rosanna Meyer] (13:33 - 14:15)

She's coming on as brand manager. So she will take part of that and she'll look after a lot of the social media and things like that. It's become such a big thing for us.

So yeah, she's kind of learning how to do all that as well. So. And what does that free you up to do?

I think it's the day-to-day bits particularly, and even just the headspace of the day-to-day bits. Somebody who can just, you just know that social media is happening. You know that the staff are where they need to be, where they are, where they need to be.

And it's not being bogged down with the day-to-day things of like the phone ringing or stuff coming into the office and things like that. Just be able to lock off and say, right, today, I need to achieve X, Y, Z without the distraction of the day-to-day bits.

[Rachel Davis] (14:15 - 14:46)

Yeah, because I imagine, you know, it's quite a noisy business. You have to deal with. And that's the thing, isn't it?

We talk on Property Entrepreneur about working on your business rather than in it. Are you starting to see, because I think one of your objectives this year to systemize, I think it might be, right? Yeah, yeah.

And are you starting to see, now you've brought her on board, you've, you know, you've done your world-class advert, you've attracted the star that you were looking for. Did you use the framework on Property Entrepreneur to help you with the job description?

[Rosanna Meyer] (14:47 - 14:56)

Yeah, pretty much, yeah. I kind of had an idea anyway, but then it just made it a lot more strategic in what we were looking for, so yeah.

[Rachel Davis] (14:56 - 15:09)

And it gives you clarity, doesn't it? When you talk about roles and responsibilities, key performance indicators, all that, you get some great clarity from that, don't you? And are you starting to see the benefits of this yet?

Or is it still, is she still in her like induction phase?

[Rosanna Meyer] (15:10 - 15:33)

Yeah, the day-to-day things are getting a little easier, but we've still got a long way to go. And it's, I think as well, it's confidence, it's making the calls and making the right calls. Like on the events that are run, I can definitely see that I'm getting less questions because there is a framework and there is almost an FAQ of this is how I do it, rather than, oh, Rosanna, blah, blah, blah, blah.

Yeah.

[Daniel Hill] (15:37 - 16:27)

Jumping in quickly, every week I get messages through my direct message on social media from people asking how do they learn more about the Property Entrepreneur Blueprint? Do we do private mentoring? And what courses do we run?

Well, all of our courses are currently oversubscribed and we only open our doors once a year in October. However, what we do through the summer is a three-day Blueprint event. So go to www.donttalktotenants.co.uk now to learn the Blueprint that we teach on these three days to show you start to finish how to build a seven-figure net wealth and six-figure income from a property business you work on rather than in. If you're serious about achieving genuine financial independence and generational wealth for your family, go to www.donttalktotenants.co.uk now for the dates of this year's annual events with 100% money-back guarantee. Let's get back to the podcast.

[Rachel Davis] (16:30 - 17:01)

As a boss, as an entrepreneur, you're the one, obviously, the books ends with you, doesn't it? And you're often the first person people pick the phone up to and it's kind of, and you can be like, you can just be eaten alive, can't you? By queries, things that your team are asking you to do or not sure about.

And it's putting something in place that literally replaces you. But it's a process, isn't it? It's like you said, you just mentioned FAQs.

And I guess is that to help reduce the noise that you get?

[Rosanna Meyer] (17:01 - 17:35)

Yeah, exactly that. And because our events are evenings, it can be very, I can get questions from 9am in the morning till 4am at night. It's very much like you need to kind of give them the freedom to do it.

And I think it's important that they think, they kind of understand what they need to do. Like most of the stuff you can figure out, there's a solution to. Occasionally with it being nightclubs and alcohol and stuff, there are curveballs.

But giving them the confidence to make that right call, I think it's a process. Like you said, it takes time, but we're definitely getting there.

[Rachel Davis] (17:35 - 18:34)

Yeah, and putting everything recorded down so that the next person who comes along can follow it too. And that's the beauty, isn't it? This is how you get to a place where you're actually not working in the business all of the time and you're working on it.

But as you said, I totally agree. It doesn't happen overnight. Dan talks about it takes 10 years to be an overnight success.

And it is a journey, isn't it? It doesn't... I think you can get on courses like Property Entrepreneur and you can just be like, I need to do it now.

But it's not that straightforward, is it? It's a journey, isn't it? And I can definitely see that you're on that journey.

So we've talked about two big challenges there. The first being your health and how you've managed to still achieve some huge amounts of success with a big health challenge behind you. And the second one we talked about was the challenges of systemizing while you're working in the business.

Have you got another challenge that you've faced over the years while you've been growing from being working in the business to running the business yourself?

[Rosanna Meyer] (18:35 - 19:15)

Yeah, I think the key thing is to have a team around you or have a support network for those little things that pop up and you're like, oh my God, what do I do now? And still having contact with the previous owner and having the support of the PE team of like, I don't know how to solve this. And there's a lot of stuff that you learn automatically from being in the business, but the stuff that crops up, particularly with like all the stuff that's been going on with the economy recently, like having a little bit of insight from people that are smarter than you around you is definitely really helpful.

And I think it's making sure that if you're doing anything, have that kind of support network.

[Rachel Davis] (19:16 - 19:47)

Yeah, you are some of the five people you surround yourself with. I think it's the core, isn't it? And you're right, having a community of other entrepreneurs who may have been through, who may have bought a business, been through something similar, or just maybe running a team of people and just understand the challenges that you're facing, it really makes a difference, doesn't it?

Because entrepreneurship can be quite lonely sometimes, can't it? Have you felt that? Now you're in this new role, have you felt lonely at times or isolated or not sure?

But I guess you've got the community to fall back on, haven't you?

[Rosanna Meyer] (19:47 - 20:11)

I think it's definitely a mindset change from being part of the team to being the boss of the team. I think that aspect is quite lonely because we're quite tight-knit and it is evenings, it is weekends. We're all kind of pally and then to be like, well, I need to still be pally, but then also I'm not at the same time.

[Rachel Davis] (20:11 - 20:31)

Yeah, you need to be that manager, don't you? And we were talking about this. It is quite challenging, isn't it, to be there and be pally and be supportive and friendly and also be the manager and make sure and hold them to account.

And that is the challenge of being an entrepreneur because sometimes the lines are blurred, aren't they, in a smaller business, I think.

[Daniel Hill] (20:31 - 20:31)

Yeah, definitely.

[Rachel Davis] (20:32 - 20:47)

Yeah, you know, biggest corporate, slightly different, but in a smaller business, you know, that's definitely true. Have you done anything to help yourself there? Have you found any techniques or processes that work well for you with swapping from being the friend to being the manager?

[Rosanna Meyer] (20:47 - 21:06)

Well, interestingly, it's actually, we've just finished our PDPs and it's that kind of angle of, right, we're in business mode now and this is your personal development plan and this is what we're doing. And then, oh, should we go for a coffee afterwards? Yeah, so it's like, it's very much like these are the times where we're businessy and these are the times when we're not.

[Rachel Davis] (21:07 - 21:46)

Yeah, and things like that help, don't they? Because in personal development plans, which we do on the ADVANCE programme, don't we? Because obviously, Rosanna, you talked about the community, you're a member of Property Entrepreneur ADVANCE, as am I.

And we talk about personal development plans and in that, there's lots of things about KPIs and outcomes. So they've got clarity, haven't they? And what you really expect of them and what you want them to achieve throughout the year.

And I think that clarity really helps, doesn't it? With those kinds of managerial conversations. Yeah, definitely.

Usually, we ask people about four challenges. We've covered three there. Is there anything else that you can think of?

Oh, gosh. Yeah, maybe, how's your mindset been throughout all of this?

[Rosanna Meyer] (21:47 - 22:54)

Yeah, oh, gosh. Tricky. That's a tricky question, definitely.

I think it takes a little bit of time of, oh, my God, I own the business. Panic, panic, panic. To kind of get yourself out of that mindset.

And then you go through that exciting, like, oh, my God, I own the business. It's kind of your mindset through that is very much like trying to refocus. And I think for me, because I am stale, I'm very kind of analytical and breaking stuff down and being like, okay, this is what I need to achieve.

And it's trying not to get bogged down into, okay, well, the bills are now on my head. And I need to pay the rent now. And it's like, I need to set the budgets.

And I think it's difficult not to let that freak you out a little bit. So yeah, it's definitely taking it into your stride. And trusting your gut as well.

I found as soon as I owned the business, stuff that I learned from being in the business for so long, I'd almost forgotten, but I was like, I know how to do this. Just because I own it doesn't mean that I don't know how to do this. So it's having that confidence and trusting your gut in what you're trying to do.

[Rachel Davis] (22:55 - 23:09)

Yeah, it's a really big step, isn't it? And stepping into being a business entrepreneur and an owner of a business, and having teams of people to run and the responsibilities that go with it. And it can at times really mess with your mind, can't it?

[Rosanna Meyer] (23:09 - 23:24)

Yeah, yeah, yeah. Like at the moment, I'm like, oh my God, the VAT bill is next week. Oh God.

These things that you just didn't even think about, the VAT bill just got paid before. It wasn't a thing. Now it's like, I need to pay it.

[Rachel Davis] (23:24 - 23:45)

Yeah, and that's a really big difference for you, isn't it? And it's the small realities, isn't it, of the business that come to like, just they pop up and they remind you of your big responsibility. Do you do anything outside of work to help with your mindset?

Because obviously you've been on a really big journey and I can see that you're, you seem from me and from what I know of you to be coping with it exceptionally well.

[Rosanna Meyer] (23:47 - 23:47)

Yeah.

[Rachel Davis] (23:48 - 23:49)

How do you, is there anything else you do?

[Rosanna Meyer] (23:50 - 24:34)

Yeah, I teach yoga as well. And I do yoga every single day. And because I have got quite a lot of side effects from my treatment, I have to make sure that I keep moving.

I have to do the yoga and I do like meditation and mindfulness. And I've actually just signed up to like a breathing course as well as part of my yoga CPDs. So it's very much, it has to be kind of balanced.

And I know that if I'm having a really hectic time, I start to feel it in my body and I start to feel it in, like I've got like swelling in my legs and from lymphedema and things. And I know that if I'm sat on my computer all day, my lymphedema will get worse. So I have to pay attention to myself.

So it's kind of like making sure that there's always that yin and yang with what I'm doing.

[Rachel Davis] (24:35 - 25:12)

I know we talked earlier on the programme about wealth, health and life by design. And I'm starting to come to this conclusion that actually, unless you put your health first, you cannot achieve all of the things that you set out to achieve. So the rest of it comes after your health really, doesn't it?

And I'm really, that message is really starting to dawn on me this year. And have you found that too? So if you look after your health, have you found that the journey with Vodapal and taking over it has been an easier journey?

Because you've had, I guess from the beginning, you've had to prioritise it, right? Because you've had a reason. Yeah, yeah.

And now obviously you've seen the benefits of that. And are you planning to carry it on?

[Rosanna Meyer] (25:13 - 25:49)

Oh, 100%. And I've definitely like, I'm quite intense when I've got a project to do, I will do it and I will do it and I will do it. And now there's definitely times where I've pushed it and it's wiped me out for a couple of weeks.

And it's very much like, I have to be aware of that. And that's bad for the business because for two weeks, I won't be able to go in. So it is very much like learning.

My body's trying to tell me like, this is it now. You need to take a step back. And it's kind of getting in tune with that.

So yeah, as soon as like, you think you're being productive, but you're just not. You're just robbing Peter to pay Paul at the end of the day. So it's very much like being in tune with that.

[Rachel Davis] (25:50 - 26:56)

Yeah, and that's about understanding when you're working too hard and you might experience burnout, isn't it? And that's a very common issue for entrepreneurs, isn't it? To get to a point of burnout.

And I think that that balance is a never ending lesson, isn't it? I think learning, 100%. You never get that one perfectly right, do you?

And I think you have to return to it and return to it and like store things up in your head or in your journal about when you've found that you've overstepped the mark. And you're right, absolutely. What it does is it robs your business of your time in the business or your time on the business, improving it, moving it forward because you're the only one.

Now that you're the owner, Rosanna, you're the one who does that, right? You're the one who moves it forward. Have you got any top tips?

For the listeners, the journey you've been on since you won Property Entrepreneur in 2022 when you bought Vaudeville, you know, becoming, going from employee to entrepreneur. Have you got any top tips on that journey for people who would like to go, say they'd like to go through the same thing as you and buy a business or take over a business or become a business entrepreneur or a property entrepreneur? Is there any top tips that you can give them?

[Rosanna Meyer] (26:57 - 27:33)

Yeah, I think the first thing is have a plan, kind of figure out where you want to be, like five years, three years, something along those lines and kind of see, is what you're trying to do, is it like an ego thing or is it actually, does it make sense to get you to where you want to get to? And then have the support network around you to do that, like we touched on, it's very much like, there will be things that come up that you can't answer and you want to have the people around you that can help you with that. And then finally, I think it's a leap of faith and you've got to kind of trust your gut and is this right for me?

And kind of be in tune with that and if it is, then absolutely do it.

[Rachel Davis] (27:33 - 27:56)

Yeah, wow, I love those tips. So what was that? Trust your gut, plug yourself into the community and have a plan.

I mean, and I think you're, it's resonating really strongly with me that that plan has made such a fundamental difference to you and that's lovely to hear. I didn't actually know that, Rosanna. Where are you in that five-year plan?

What year are you in?

[Rosanna Meyer] (27:57 - 28:19)

Technically in about three. Yeah, three. It was kind of like extended a little bit coming out the back of COVID because we kind of thought, well, this is going to happen and then, oh, everything will be fine after COVID and you had Freedom Week where it just went absolutely bonkers and you think, oh, this is going to be amazing and then obviously it cost a living crisis.

So yeah, it's been extended into a six-year plan but yeah, we're getting there.

[Rachel Davis] (28:20 - 28:49)

Are you on track? Do you feel on track with this plan? Have you changed it much?

Because a lot of people have questions about how do you write a plan if you don't know fully what will happen to you over that time period? Have you adjusted it? Have you gone back to it?

Obviously, you've extended it because of COVID. I really understand that because that put a lot of people's plans on hold. There was a lot of uncertainty, right?

But how have you experienced the plan since you wrote it? Have you changed some of it? Have you just walked through that?

Because I think that's useful for the listeners.

[Rosanna Meyer] (28:50 - 29:24)

To be honest, it was more like where I want to get to is still there. It's just been pushed back a year. It's very much a case of like I can't see myself ever fully retiring but I'm always going to want to do something as part of the plan.

I kind of know where I want to get to and that's not faulted. It's like the bits in between that's a little bit like, oh, okay, we'll push that back a year or let's add this into it. But the actual end goal has been there and it's really handy as I always say on PE to do the end goal and then kind of build it backwards.

[Rachel Davis] (29:24 - 30:13)

It's nice, isn't it? You sound like you're plugged into a really strong vision of what your end goal is and I think that's really important, isn't it? The detail might change in between but that plan, that strong vision at the end of your plan, do you think that's what motivates you forward, moves you, progresses you forward?

Would you agree? Definitely, 100%. That's pretty cool.

And honestly, I think you should just step back. I know it's really hard, isn't it? Step back and just think, wow, you were a property entrepreneur winner of 2022.

You've been through a cancer journey and on top of all of that, you know, dealing with your health and managing all of that and you've actually, you know, you now are the owner of a student events business. You know, which you were a few years ago. I think that's...

God, I feel like that, Jesus.

[Rosanna Meyer] (30:14 - 30:15)

Yeah, you are amazing.

[Rachel Davis] (30:15 - 31:01)

And I think you need to take... This is the... I find this all the time with people who come on to the Property Entrepreneur Hall of Fame, that they really just don't realise what they've achieved, you know?

And these are opportunities right here, right now to say, well done, Rosanna. You are an incredible woman and it always makes me proud to be able to speak to female entrepreneurs and talk about, you know, incredible journeys. You know, lots of people haven't...

You know, life is hard anywhere without a health challenge and you've done all of this with one of those as well. And I think that's just hands down, like, amazing. Thank you.

I genuinely want you to feel proud of it because you should be. And I know that the previous owner, who we both know, is very, very proud of you, isn't he? Yeah, yeah, he is definitely.

[Rosanna Meyer] (31:01 - 31:03)

And I couldn't have done it without him, to be honest.

[Rachel Davis] (31:03 - 31:37)

Yeah, and that's so great, isn't it? To have been able to have a great relationship with the previous owner and he's obviously there to support you as well, which is absolutely fantastic. And just because we're on Property Entrepreneur, I wouldn't mind one last question before the end because obviously you own a student events business, but that's not property, is it?

So would you mind telling the readers what you do? I know that the previous owner is very heavily involved in property, you're on Property Entrepreneur. How are you using the property knowledge and what are you doing in the business that's related to property?

[Rosanna Meyer] (31:38 - 32:05)

Well, yeah, so basically working with the previous owner, we take the profit out of the business and then invest it into property projects. So it's kind of like angel arresting, I suppose, in the top sense of it. And then, yeah, I still work with him on Get or Give Back that we're doing as well, the charity fundraising thing.

So yeah, we do speak to each other all the time still, so it is quite handy in that sense. And then, yeah, we use the profits into property.

[Rachel Davis] (32:06 - 33:12)

Yeah, and that's really fantastic because a lot of people who come on to the Blueprint events have other businesses and are interested in investing in property and doing exactly what you've done there. So quite interestingly, you're using the profits and you're putting it through a SaaS to invest in property, which will be commercial property. Yeah, yeah, yeah, yeah.

Make sure everything, to be honest, you're all sorts of fun. Yeah, so I just wanted to link it in at the end. There is property investing going on in the background as well.

So not only are you running a business, you're a property investor as well, which is really fantastic. Do you know what? Today, it's been an absolute pleasure to speak to you today, Rosanna.

You are an incredible woman. And, you know, every now and again, when you're meditating, you need to just say to yourself, I am amazing. Look what I've achieved.

You know, we don't do this often enough, do we? Like, this is an opportunity to be in the Hall of Fame and to just sit back and think, wow, yes, I have achieved some amazing things. So well done.

It's been lovely speaking to you. Thank you. Yeah, I've really, really enjoyed it.

So thank you very much for your time. Lovely. Thanks very much.

[Daniel Hill] (33:15 - 33:59)

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