**TBP 252 Edited\_Transcription**

[Daniel Hill] (0:00 - 14:58)

You will fall into one of three categories. The first is a group of people that should have been doing this for ages. The second is you're in a position where you should now take this leap of faith and do this.

And the third is someone that you're not quite there yet, but this is something for you to aspire to. In this podcast, I'm going to take you through the Don't Work December blueprint to explain to you why you should not be working a single day in the month of December, and how this can take you, your personal life, and your business to the next level. Wherever you are in your journey, this is something you can action or be inspired about.

And I'm going to take you through this blueprint step by step. 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, Don't Work December.

What we talk about here is the concept that December should be the one month of the year where you do not work. You may have heard about people like Bill Gates who take a reading month once a year and go and just read a book, lock themselves in a cabin. You might have heard of people who do retreats or extended holidays.

What we're looking at here is the maximum value you will work, the more value that you can create is often a reflection of the low amount of time and energy and effort you actually put into turning up and doing an inverted commas work. Don't Work December is something that I started for the first time in 2012, but not for the concept of actually taking time out, for the concept of stepping away from the business. In 2012, I went for my first two-week holiday.

In fact, it's a little bit longer than two weeks, first two-week holiday as an entrepreneur. In my head, this was what I called the letting go phase of the business. So, you've got proof of concept, you've got growth, you've got freedom when you can start to step back, and then you've got actually the acid test of release of if you leave your business for a fortnight, can it actually run without you?

And in 2012, I did that with PPN UK for the first time. It was a bit of a test for them to see where it was, and that was a great experience. And then later on in my career, Adam Goff introduced me to this in about 2018, where he, as an entrepreneur since being in his teenage years, has never worked December.

So, his rule is December, he's off. He might cross the Atlantic, he might go on holiday, he might do some traveling, he might stay at home and just chill out and relax. But he introduced this to me, and I thought, you know what, that's fantastic.

So, what I did in 2020 was I did my first Don't Work December, and I took the whole of December off, and it was game-changing. It was fantastic. And there's lots of reasons why I would recommend you to do this.

As I said in the intro, this might be something that you listen to and think, you know what, I should have done this a decade ago. In which case, great. Grab it by the horns, you've got eight weeks to prepare for it, and then you can take December off.

Some of you will be listening to it and think, you know what, I don't know if I'm quite there yet, but I think I probably am. And you might do it this year for the first time, and you're just about ready for it. Or maybe it's something you do a week or two weeks this year, and then a month off next year.

And then finally, there'll be those of you that are listening that it's just not realistic. You're running your business, you're working seven days a week. If you have a day off, the whole thing implodes.

This isn't for you, but it's something for you to be inspired by. So, why do this? Well, the first thing is as an entrepreneur, you deserve it.

And one of the biggest shortcomings we see with entrepreneurs, myself included, is we don't take enough holidays. We leave it too long. We take a week off because we think we don't deserve a holiday.

We think we would be better off if we stayed in the business. And actually, all it takes is a long weekend or a week off, and you come back with new ideas, you come back energized, you come back driven, and you think, why on earth did I leave it so long? The reality is you probably deserve December off.

And the reality is December isn't necessarily taking four weeks off because if you were to actually add up the working days in December, there's very few. And also, if you think about what December is, it's a very broken month. Everyone's on a go slow.

They're either off having holidays or they're off having Christmas parties, having fun. They're out of the office and they're hungover, but there's delays. Everyone's on a go slow.

And it just doesn't seem to be a fantastic time to get anything done. We find that the two months of the year where we struggle to get stuff done is December and August. August is the school holidays, and December is a go slow because you've got Christmas parties, it's the end of the year, people are winding down.

You've got Christmas, you've got extended bank holidays, you've got New Year. And when you club it all together, you don't actually need to take that much time off to get the whole of December off as a month. What this does is it allows you to go and take some time off to get everyone's on a go slow.

It'll give your team a chance to clear the decks. And what you want to do is you want to have a strong end to the year. So if you just have in your mindset, you're off for December, your team have got clear decks, no new projects, no new deals, no new initiatives, and all they've got to do is clear their decks in December.

It gives your team an opportunity to clear the decks. It gives you a chance to go and have a recharge and collectively enables you to see how well is your team actually fair, running the business, doing their jobs in your absence. And it gives you a chance to get a clear head, to recharge, to go out there and have some thinking time and avoid what would otherwise be a very slow, a very unproductive, boozy, broken month of December where everyone's out, staff parties, Christmas celebrations, chasing people, not actually getting anything done.

So hopefully that gives you enough incentive in doing that. How would you actually go about it? Now, you can't just press the button and say, right, I don't work December now.

There's a strategy and a blueprint to it. So the first thing is, as a business, you need to put a plan in place. So you're listening to this in October.

You've got October, November, and then December. What you want to do is create a plan for October and November to get the business ready for you to step out. So it could be you putting together a project plan for the team to deliver in December.

It could be that all of the projects you need to get done by the end of the year, you're going to get your head down and get all of them done in eight weeks. Whatever that plan is, you need to intentionally go about getting the business ready, getting your workload ready, and getting the team ready to appreciate you're off in December. Now, mentally, you're going to have some challenges with this because you're going to think, I don't deserve it.

Why are my team going to actually do work when they see me sort of gallivanting and taking the month off? Now, this is all about managing expectations. And if you've just come off the back of a four-week holiday, you're going to have to be in a very strong position with a lot of established A players who are earning a lot of money.

And actually, they're getting paid to do the work because you don't want to, in which case, great. However, if you have worked your backside off this year, overcooked the hours, not taking enough holiday, and actually your team have had more holiday than you, you are probably well justified to take a holiday. And it's just how you approach it, how you communicate it, and make sure that it is a win-win for you, the business, and the team.

So you want to set the team up. You want to manage expectations. You want to make the projects and the plan for the year really clear.

And what this will do is it will get everyone set up. It will get them focused up, focused in. It will get the work completed and enable you to go off.

Personally, you need to make some planning because it's really important that you make the most of this. If you're seriously going to take December off, you want to be looking at long haul holidays, you know, Thailand, Dubai, Bali, wherever you can go and get some sun off the grid and make the most of it. What are the books that you want to read?

What are the articles you want to write? What's the book you want to write? What are the projects you want to create?

What's all this creative stuff you want to do when you're off? Or maybe it's just having relaxation. And if you're having relaxation, how are you going to do that?

Is it weekends away? Is it visiting friends? Is it visiting family?

Is it walks, going in the gym, going on a fitness retreat or a challenge or whatever? How are you going to make the most of this time? Is it off the grid to relax, recharge?

Is it a reading week or a reading fortnight where actually you want to get creative and strategic, reflect on the year and plan the next year? What are you doing? Why are you doing it?

And how do you make the most of it? And you have to be proactive in planning with this. If you roll into the 1st of December and you're just off, you will either not make the most of it or you will slip into bad habits.

Not training, overeating, going down the pub, not sitting around the house, watching Netflix, getting lazy. That's not the aim of the game. Don't Work December is a value ad, not an excuse to go on a Christmas eat and drink bender for four weeks.

Just jumping in quickly with a opportunity for you. So in Property Entrepreneur, we use a scorecard called the Life by Design Scorecard. And it shows you exactly where you are excelling in life and where you have the opportunity to improve.

We created this two years ago and it uses every single life mapping matrix and psychometric testing that is out there to rate your life and show you where you currently excel and where you have the opportunity to improve. If you want to do yours now, go to the show notes and visit www.lifebydesignscorecard.co.uk now. There's a link in the show notes.

You can click it. And in less than five minutes, it's completely free. You'll get a full bespoke report and it will show you exactly where you're excelling in certain parts of your life and which specific areas you need to pay more attention to.

It's completely free. We've never shared it before outside of Property Entrepreneur. Go into the show notes now.

Click the link. It's www.lifebydesignscorecard.co.uk. Back to the podcast. So yeah, do get planning.

Don't sit around the house getting bored. It's rubbish weather. You're stuck in the house, beer, food, Netflix.

You might as well go to work if you can do all that stuff. And then finally, what we're going to do is you want to take action. So are you in a position to take December off this year?

Just think to yourself now, are you actually in a position to take December off? And that might sound like a month, which sounds daunting. But if you actually worked it out, it's probably like two weeks, which is probably more than you're entitled to.

And having that clear space will get you away from the business, give you opportunities to get a clear head, give your team an opportunity to end the year strong, clear decks, all projects finished, not coming screeching, exhausted, burnt out into Christmas. If you are in that position that you deserve it, you can do it, then you want to take it. So I absolutely am in a position to take December off this year because I am, because I've put myself in that position.

Whereas last year, I absolutely couldn't. I had two weeks off. I went to Jamaica.

It was fantastic, but I couldn't take the whole month off because I had other projects to do. I had deals completing. I had companies I was exiting.

It just wasn't suitable. Equally, I've got some people in my team. So for example, Adam, who's always taken December off, is now running the show at Property Entrepreneur.

Even taking a week off for him at the minute would be a challenge. Obviously, it's a requirement. Time off is a requirement, not a luxury, but it's just not suitable for him to take a month off.

And he doesn't want to take a month off because he's in a different space. So are you in a place where you can? And if you are in a space where you can, do you actually want to?

That's a big question to do. If you are going to do that and you want to take action, what do you need to do? What do you need to do through October and November to enable you to close your laptop and head off for a month from the 1st of December, not come back till the 2nd or 3rd of January?

What do you need to do between now and then? So make a list what the projects you need to complete. What's the plan you need to set up with the team?

Who's going to run the show? What things have got to be delivered? What stuff's got to get out the door?

What are your team going to do when you're not here? You have to build a project and a plan around it. And then finally is, and this is one thing Adam shared with me, is if you want to take December off, you've got to take a big run up to it.

So October and November, basically, you're doing three months work in two months. That's basically what it is. You'll be more proactive, more productive, get stuff out the door.

You've got to take a run up to it. And also, you've got to go into it with a mindset of understanding that things will go wrong. You've got to go into it with the understanding that when you come back, mistakes will have been made.

Costs that perhaps shouldn't have been incurred, have been incurred. It's just part of doing business. If you're going to leave the business to your own devices for a month, you've just got to appreciate there will be things that go wrong.

There will be mistakes that cost money. And it's just the cost of doing business. If you want to have a month off, it is what it is.

Do you risk it as much as you can on the way in? But don't be surprised when you come back that there's a couple of things that haven't progressed in your absence or have cost you money where you could have saved it. That's just the cost of doing business.

And it's the price you pay for having a month off. So have a think. Have a think about that.

Where are you? Can you take December off? If you are, what do you need to do?

And go out and give it a spin. When I did it, and I will do it again this year, it was an absolute game changer. It makes it all worthwhile.

And I came back in January, recharged, refueled, motivated, some new ideas. I added more value to the business in a month off than I would have done in a week being burnt out just by going and taking December off. So don't work December, set it as a rule, have some fun.

And I wish those of you that do it this year, I wish you the best of luck in preparation and have a fantastic month off through December. Success and failure with all this stuff are very predictable. And if you're in the space to be able to have that opportunity, go out there, take action, and don't waste another month without it.

I hope you enjoyed this Blueprint podcast episode. If you're not already subscribed, sharing these, this is my lifetime's work. And every Tuesday, I'm giving you one Blueprint away for free.

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