**TBP 268 One Word Edited\_Transcription**

[Daniel Hill] (0:05 - 25:56)

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 welcome to the One Word for 2024. It's a pleasure to do this, as Guillaume said, live with the Property Filter community, and we're recording it also for the Blueprint Podcast.

So those of you doing it live, we're going to do this in real time. And those of you listening to the recording, you'll be able to do exactly the same. And what this is, is it's an exercise that my partner and I created maybe about six or seven years ago.

In fact, we used it for years before that, but then about five or six years ago, pulled it into one exercise and use it basically as a thing to do at the end of the year. It's a bit of fun. It's a nice review.

And what it does is it allows you to basically consolidate all 365 days of 2024, which you're know, 12 weeks or 12 months time, and basically bring it down to a few keywords to summarize what it is. So when you look back, you will be able to reflect and remember what it was like. Normally, I would say, in fact, I will say do this with a pad and paper.

So if you haven't already got one, grab a pen, grab a pad and do it. I think there's a lot of sort of, there's a lot of value doing it in the sort of physical process. But what I would also say, which I don't normally say is, the last two years, I've actually consolidated and kept it on my notes on my phone.

And today, when I went to get the template to do for you guys, I typed in one word, and it came up one word, 2023, one word, 2022, one word, 2021. And it was really interesting to flick back to literally just 12 months ago, and looking at where I was in my life, how I was feeling, what the year was like. And then 12 months later, how significantly different it is.

And I would personally credit the drastic difference between the years, part of this process is that. And on Property Entrepreneur, we do a big version of this. We spend three months, October, November, December, planning what 2025 is going to look like.

We do a presentation at the beginning of the year. And all of that process allows you to live a life that is very intentional. Because if you don't live an intentional life, and you don't actively put effort into making your life what you want it to be, and creating what we call a life by design, what happens is you just live a life by default, and you'll find that every year is reasonably similar to the last.

You've got the same problems, you're moaning about the same things. You've got the same grievances and challenges. And this is one part to try and encourage you to do that.

So over the next probably 40 minutes or so, we're going to answer seven questions. And I'm going to give you the question, give you some time to answer it. And Guillaume, I assume you haven't done yours yet, no?

I haven't done mine either. So I'm going to actually, I'll do it just in draft. And I actually do mine on between Christmas and New Year, normally New Year's Eve with my partner.

And once you guys have done it today, you can go and do it with your partner, your colleagues, your family. You can do it at Christmas as a group. It's just a really fantastic exercise for all people of all ages.

So this is called One Word. And we're doing it for 2024. And I'm going to take you through seven questions.

The first question, which is going to be one of the longest, which I'm going to ask you to answer, is on your paper, or wherever you're writing this down, I want you to write down 24 successes from 2024, 24 things you've achieved, 24 things you're proud of, 24 notable things that you could take credit for from the year that's been. I'll give you another couple of minutes. Okay, so hopefully that's given you a good starter for 10.

When you go and finish this independently, or do it with your friends and family, a good little tip on this is if you go and have a look through your photo reel on your phone, and just scroll through the year, there'll be loads of stuff in there you've already forgotten about. And then also, if you look at your calendar, or you look at your social media, it just gives you a nice little way to prompt you on things that have happened in the year. And there'll be loads of successes in there that you haven't listed.

So get all of those down when you sort of finalize this towards the end of the year. I'm going to move on to the second question now. And the rest of them are significantly shorter.

So the second question is, what's the one feeling that you would choose or select to sum up 2024? So if you had to choose one feeling that summed up the whole of the year that's been, what would that one feeling be? Okay.

So that's the one feeling. So again, when you look back on this, this is what I was doing today. When I look back on last year's, it couldn't have been more different to this year.

So it's really, really powerful to summarize it into one feeling. The next one is, the third question is, what's the one lesson that you learned in 2024 that you can take away with you for the rest of your life? Now, if you were to record one lesson every year, the biggest thing you've learned in a year, what would the biggest lesson be that you've learned in 2024?

Okay. That one's actually part of the Property Entrepreneur Blueprint. And what we do at the end of every summer is we do a thing called 10 lessons learned.

And we write down our top 10 lessons learned at the end of the year over a period of weeks in our journals. And then from there, you can obviously select the big ones to take away. Number four is, in 2024, who's the one person that you are most grateful for?

So number four was the one person you're most grateful for in 2024. And here's a little action for you to take away. As soon as we finish this, doing the one word, straight away afterwards, do something for that person.

Send them a message or a voice note. Just say, look, I was just reflecting on the year. I just want to share how grateful I am for you.

Order them a bunch of flowers, buy them a card. It doesn't have to be a grand gesture, but just going out of your way to show gratitude can be a huge value add for you and another person because it's the smallest things that make the big difference. So that's the one person you're grateful for in 2024.

The next one is three things. So on Property Entrepreneur, when we get to the end of our year, what we do is we reflect on the year. And we say, based on everything we've had this year, what's on one page?

What are all the things that we want more of next year? And it's normally more time, more money, more travel, et cetera. And then we do one that another page is all the things that we want less of, less noise, less sleepless nights, less day-to-day client service failure issues, whatever it is.

And then the third is keep. What are the things you've had this year that you really want to keep? And what we do with one word is we actually boil that down and choose one.

So the exercise is called more, less, keep. And what I want you to do now is choose from all the things you've experienced in 2024, what's the one thing you want more of in 2025, the one thing you want less of in 2025, and what's the one thing that you want to keep? That's number five.

That's more, less, keep. One more, one less, one keep for 2025. And then the penultimate one is all things considered for number six.

If you had to choose one word that summed up the whole of 2024, if 2024 was 12 months, 12 chapters of a book, what's the one word that would be written on the front page of that book that summarizes the whole of 2024, all things considered? So one word for 2024. So that was number six is one word that summarizes the whole of 2024.

And then the final one is going into 2025, having not even written a word of the book yet, let alone 12 chapters, if you were to choose what you want 2025 to be for you, what's the one word you would choose 2025 to be? And just to add another level to this, on Property Entrepreneur, we call this your year of. So for example, a year of level up would be everything you're going to do in your life is going to go to the next level.

Or if it was a year of smelling the roses, it would be you've worked really, really hard and you're going to actually have a year of enjoying yourself. If you were to choose the title of the next chapter of your book, of your life, what would your year be for 2025? What's your year of going to be?

Year of something for 2025. What would that be? Okay, so hopefully you got some value from that.

We're going to have a bit of fun now for the last 10 minutes or so. So for Property Appeals community who are joining us live, we're all going to go through this together. And for those who want it, we're going to compare notes.

And for those who are listening to this on the podcast, I'm going to read them out loud so you can go through the process and enjoy hearing from others. Guillaume, what we're going to do is you and I can compare notes. Appreciate this is first draft.

There might be a few options that you haven't yet chosen from, but we're just going to compare notes. And we're going to invite everybody in the Property Appeals community today is at the same time pop it in the chat box as we go through it. So successes are obviously too long to list, but if everyone wants to share their top two or three successes, what would they be?

Guillaume, what would your top two or three be for the year?

[Guillaume Black] (25:56 - 26:18)

So workwise be three times tech company of the year, putting together a leadership team in the company. And then somehow still being present as a dad just for like days and weekends and things, which I'm really, it wasn't a given at the start of the year, right? So somehow managed to spend some good quality days as a dad, right?

[Daniel Hill] (26:19 - 27:03)

Yeah, good man. And we've got a few good ones coming in in the chat. Neil's saying he's quit his job.

So congratulations, Neil. That's fantastic. My top three was probably having Harper.

That was my top one. You know, having a safe, healthy world baby was huge. Surviving the first like three month washing machine of having a baby because everyone just told me it was going to be horrendous.

And then finally getting up to the chairman role and being a complete non-exec and having directors that run all my companies. That was probably my third success for the year. Number two, we're going to go on to feelings.

So drop into the chat. What is the one feeling that you would use to sum up 2024? What did you go for, Guillaume?

[Guillaume Black] (27:03 - 27:14)

So I've got a few, but they're in the same theme of being busy, be unbalanced, you know, like a little bit restless, maybe sometimes for something to work on. Nice.

[Daniel Hill] (27:15 - 28:24)

Diana's gone for expansion would be the one. I don't know whether that's a feeling. That might be like a word, a feeling.

I'd normally think of like emotional feelings. So they're normally things like stress, gratitude, happiness, anxiety. Neil's just put freedom.

If expansion rings a bell for you, Diana, fantastic. It's just making sure that that ticks the box. I went for either relief because for three or four years, I've been banging my head against the ceiling trying to get to the next level and I've finally done it.

And I feel relieved that there is actually another level there. I wasn't just banging my head against concrete wall. Gratitude, gratitude that I have finally got to where I wanted to get to.

And it's been a challenging few years. Or content. I finally got to a place where I'm really content.

I'm not striving. I'm not suffering. I'm just really enjoying my life, which is very different to the last, well, probably decade.

So that's number two. Number three is one lesson. So if you had one lesson that you're going to take from 2024 into the rest of your life that you can share with others, what would yours be, Guillaume?

[Guillaume Black] (28:25 - 28:45)

So I probably want to walk before I run, you know, like systemize before we scale. So it's just been a bit of a very busy year because we grew quite a lot, the team. But it just was a bit messy basically because we throw a lot of people at things.

We probably should have built a few things before we throw people at it.

[Daniel Hill] (28:46 - 30:05)

Absolutely. Beatrice is saying take action consistently. It's a really good one.

Diana's saying it's okay to ask for help. You know, that's such a huge one. You can be right or you can be rich.

And you want to go out and just be that. Most people are looking for pats on the back and want to look smart. Actually, you want feedback and people to tell you where you're getting it wrong.

And you want to pretend you're an idiot and just ask those questions. Mine would be either keep going. So this is a Naval Ravikant one that says, keep going.

And if you keep going for long enough, you'll always get to where you want to. So that's been a big one for me. The juice is worth the squeeze.

You know, there's been so many times over the last three or four years, I thought I'm just fed up with this. I'm going to put the keys to the letterbox. But actually having got out, you know, the juice is well worth the squeeze when you get there.

And delayed gratification does work, especially with things like wealth creation and building businesses. They've been huge for me. I don't know what my biggest lesson is, but I'll figure that out in due course.

Norma's saying don't waste time in incompatible relationships. Absolutely. It's hard, it's impossible to do, to have a good life with bad people.

It's impossible to do good business with bad people. So yeah, you want to just stop the rot without stuff. Number four, who's the one person that you're most grateful for in 2024?

[Guillaume Black] (30:07 - 30:13)

I compartment my life a little bit too much to have the one person. So I'm grateful for a few people. I don't know if that's okay, Dan.

How do you go about it?

[Daniel Hill] (30:13 - 30:15)

I think at the end of the day, you make the rules.

[Guillaume Black] (30:15 - 30:45)

I'm not marking your homework. So it's the end of the year. You can have a bit of grace.

Yeah, cool, cool. Yeah, so definitely on the personal side with my partner Cam, my wife Cam, and maybe my mom for like more spiritual things. And then on the business, definitely having the partners I have, we wouldn't be nowhere where we have if it wasn't for Florian running the company and for Hanif helping me with the strategies.

You know, so quite a good, really, yeah, I can only be grateful for all these people named above me, let's say.

[Daniel Hill] (30:46 - 32:04)

Fantastic. Norm was saying God and mom, that's great. I don't know how easy it's going to be to send a message to God.

But I think maybe in whatever practice you have, whether that's like spiritual is how I do it, or we do a thing called grace of gratitude or your prayer with those people who are more like easy to access, WhatsApp messages, cards, flowers, you know, anything after this call to reach out to those people and just acknowledge to them that they've added value, that gratitude to give it is really, gives a lot of value, but also to receive it is phenomenal. And mine would be Sav. Well, once she went through pregnancy and then gave birth to Harper, I was just like, I was pretty grateful for anyway.

But then I just thought to go through that, you just think, yeah, forever grateful for that because that is not, you know, we have the easy ride in some capacity. And the good thing as well is when you look back on previous years, some things will be completely different, like the feeling for a year and things like that. Other things will be consistent and Sav's been mine for the last three years.

So it's, you know, that's, it's always good to reflect on those things. Keep the answers coming through properly Phil. So we're going to get to question five now.

So more, less and keep. What's the one thing you want more of? What's the one thing you want less of?

And what's the one thing you keep, you want to keep?

[Guillaume Black] (32:04 - 32:16)

I think it's more proactive and planning, you know, and things to better delegate basically. Yeah. So that everyone can be better at doing, you know, knowing what we have to do and doing what we have to do.

[Daniel Hill] (32:17 - 32:17)

That's your more?

[Guillaume Black] (32:18 - 32:34)

Yeah. I'm sorry. And then less, less urgency, less new things, less of what doesn't matter.

So just cutting off a lot of the things, I think. Keeping relative weekends off and daddy time.

[Daniel Hill] (32:35 - 32:36)

That's it. Keep?

[Guillaume Black] (32:37 - 32:41)

Yeah. Keeping the daddy time and weekends, related weekends off.

[Daniel Hill] (32:42 - 33:59)

Got it. Property filter. If we've got any for that.

So Norman, Nicole, Sean. You've got some more or less keeps you want to drop in. Mine are more because I finally got to where I want to get to.

My biggest challenge now is not to mess it up. So basically my more is just more of the same. No stress, easy life, less body fat.

I put about six kilos on this year. It just needs to take that off. And then keep is a clear calendar.

I have nothing in my calendar now apart from board meetings. And I just need to keep that because it's just, yeah, it just makes it, makes life so much better. Abda's got more independence.

Fantastic. Less waste and then keeping the community that he keeps. Excellent.

Diana's more sleep, less IBS. Keep gratitude, growth mindset. Excellent.

Sean, more business. Fantastic. It's always good.

Less stress and noise and then keep focus. Excellent. Very, very good.

Phenomenal question. Number six is our Norma's got money and collaboration for more. Less waste and keep networking.

Excellent. Love those. Number six is one word for 2024.

So if you had to choose one word to summarize the year that's been, what would you, what would you choose? Probably, Phil, drop it in the comments. Guillaume?

[Guillaume Black] (34:00 - 34:02)

I had the furnace.

[Daniel Hill] (34:03 - 34:04)

The furnace, the battlefield.

[Guillaume Black] (34:06 - 34:07)

Very blaze-ish, yeah.

[Daniel Hill] (34:07 - 34:09)

Yeah, it's the storm.

[Guillaume Black] (34:09 - 34:09)

Yeah.

[Daniel Hill] (34:11 - 35:01)

I went for game-changing or life-changing in a good way. Like I can't, I can't articulate. I feel like I've been running up a mountain for four years and I finally got to the top and this time there is actually a pot of gold.

It's, yeah, it's been absolutely life-changing. Sean's gone for building foundations. Norma's had loads of lessons this year.

And Diana's had growth. Simon's had emotional. Abda's had relentless.

Excellent. And these, like I said, whether, hopefully you're doing it on pads or journals or wherever you're most comfortable, I'd really recommend as you go through the motions, if you use, if you've got an iPhone, use the Notes app. If you've got Android or something similar, whatever you use that's on there.

So this time next year, and it will fly around. I don't know about you, Guillaume, it literally feels like, yes, we were doing this last year.

[Guillaume Black] (35:02 - 35:03)

That's right, yeah.

[Daniel Hill] (35:03 - 35:15)

Which is crazy. And so much happens in a year. You can look back and you can see, although it seems like it was just yesterday, the amount that your life can change if you're intentional about it is significant.

And hopefully this exercise will help.

[Guillaume Black] (35:15 - 35:18)

I remember this time last year, you told us about your expectations.

[Daniel Hill] (35:19 - 36:23)

I've still got the photo here. Yeah, yeah. We were the first to hear about it.

Yeah. This time last year, amazing. Absolutely.

It was breaking news for Property of Hill members. Yeah, and I was just thinking, wow, that was 12 months ago. Now I've got a six-month-old baby.

She's been through pregnancy. She's been born. It's like, yeah.

And when you're intentional, when you have these exercises and you realize the things you want more or less keep, these sort of things, it's that self-awareness and reflection that actually allows you to change course. So it's not just an exercise. It should really start forming the year ahead for you.

And I'm a property entrepreneur. This is basically the whole blueprint that I've used for 20 years. And we've been teaching for 12 years.

Finally, last but not least, looking into 2025, if we're sitting in a year's time and you're choosing one word that describes how the year's been, doing it proactively rather than reactively, what is that one word that you would choose for your 2025 to be the title of your 2025? We would call it the year of. 2025 is going to be your year of what?

What would yours be, Guillaume?

[Guillaume Black] (36:23 - 36:31)

So probably something around the year of the middle lane or balance, just less furnace, you know, that makes sense.

[Daniel Hill] (36:31 - 40:51)

Yeah, nice. Simon's going for growth. Norm's going for wins.

Beatrice is going for growth. Sean's going for year of building foundations. Fantastic.

This is exactly what you want. It's basically a year of is a mantra that rings in your ear every day. And like Guillaume said, he wants middle lane.

Last year, mine was actually middle lane. It was year of the middle lane. And it had a subtitle of no extremes because I'm an extremist.

And just from having that ringing in my ear every day, whenever I went to do something that was extreme, like, oh, I've got a big to-do list. I'm going to get up at 4am and work till 10pm because Sav's away. I'd be like, well, that's extreme.

That doesn't make sense. And I just park all that. And it was very, very effective.

Next year, my year of is living the dream. I feel like I finally got to this next checkpoint that I want to get to. So it's actually enjoying it, living the dream.

And easy life. So anything for the easy life and easy money. Not get sucked into building a big, noisy cash flow business again.

If I'm going to do deals, they've got to be just easy money. So that's what I've gone for on those. The year of the helipad in the garden?

The helipad. No way. That's a trap.

That is a complete trap. Don't let them. Although I did bid.

I did bid £38,000 on a set of number plates the other day. That's a trap. I'm getting sucked back into the trap.

No extremes there. Yeah, the devil makes work for idle hands, right? So I have got a little bonus for those of you that have stayed on.

So I hope you enjoyed that exercise. Like I said, two actions. One is straight away after this call and straight away after listening to this podcast.

Those who are listening to the recording, send that message, order that bunch of flowers, send that gift, whatever. And just show gratitude for those that you are grateful for in the year that's been. And the second is for those of you that have got businesses, next year we're launching a brand new tool that we've never, ever shared.

So over the last 20 years, I've started, scaled, bought and sold over 40 different companies. And I've blueprinted the whole process. I've invested in over a hundred.

I've seen behind the scenes and trained and mentored thousands. And there's 25 basically metric points that a business needs if it's going to be lucrative and it's going to be scalable. And what I've done is I've boiled all of that down into a scorecard now.

And next year, I think we're going to charge for this, but we've launched our first draft of it internally. And on the basis that I don't have a pregnancy to celebrate with you today, I'm going to give you another gift because up until now, this has never been shared with anybody outside of our Property Entrepreneur members who pay between 15,000 and 40,000 pound a year to be part of the community. But I want to extend it as a gift to all of you guys whilst it's available and it's free for being a Property Filter community member.

So this is basically a scorecard. It will take you three minutes to fill out. And what it will do is it will give you a bespoke ratings report at the end, which will rate your business on the 25 metrics that you need to build a successful company.

It will consolidate it into the five core competencies you need in your business. And what it will do is it will give you a percentage. And that percentage will tell you how valuable your business is for sale if you wanted to sell it and also how viable it is if you wanted to scale it.

So I'll pop it in the chat now. And if after this call, and those of you listening to the recording, it'll be in the show notes, if you go to www.ratemybusinessnow.co.uk, it'll take you three minutes to fill out. It will give you a complete bespoke ratings report for your company.

And it will rate you on the 25 metrics. It's taken me 20 years to identify. And it will show you exactly where you're going to fly in 2025 and where you're going to struggle.

And then from that, from the year of and for the one word, you can go out and hopefully intentionally live your life. And with the Rate My Business Now scorecard, it will show you what you need to focus on in your business. So that's my parting gift.

I hope you've enjoyed One Word. Guillaume, thank you very much for having me again.

[Guillaume Black] (40:51 - 41:05)

No, thanks so much, Dan. Really appreciate it, as always. And yeah, very grateful for you to come back and help us through closing the chapter of the year and starting the new one.

Have you got any sort of closing sentiment you want to share before we go?

[Daniel Hill] (41:06 - 42:54)

I think it's probably just the overarching sentiment of most people live their life by default. You know, they just get up every day. And the reality is I'm actually writing a new book at the minute called Living Off Steam.

And the main sentiment is most people in modern society work 40 hours a week for 40 years of their life, doing a job that they don't enjoy. And basically miss the best part of what we're gifted as life. And unless you choose to actively go out and live what we call a life by design, do these exercises, get reflective, and think, right, next year I do want more time or more money.

I do want less headache and stress. Unless you make those decisions, you will live a life by default. So I think it's just acknowledging that you don't need to be trapped in running on the treadmill all day, every day.

Not enjoying what you do. The aim of the game is that every day you wake up and you're grateful for the day. You enjoy the process.

It doesn't mean sitting down and, you know, getting your feet rubbed and grapes fed to you. You know, you want to be active and busy and productive and have lots of stuff doing. But you want to be doing things that excite you and get you, you know, give you pleasure, not living a life that you don't, you know, don't get maximum enjoyment for.

That'd be my closing sentiment is make sure you are living an intentional life by design, not a life by default. And if you have been doing that up till now, make it as your one new year's resolution that 2025, the 12 months of 2025 are going to be better than the last 12 years. And yeah, that'd be my closing sentiment.

And I've been doing it for 20 years and I can tell you 100% exists. And Guillaume, you know, Guillaume's enjoyed and experienced a similar thing.

[Guillaume Black] (42:54 - 43:32)

So that'd be my closing sentiment. Dan, thanks so much. Thank you everyone for joining us on today's Deal Finder Corner on the official Props to Entrepreneurs Blueprint Podcast as well.

And in the meantime, visit propsfilter.co.uk, log on to your Props Filter account, have an endless supply of deals, join us and the top 1% out there and become a high achiever Deal Finder. I hope you enjoyed today's Deal Finder Corner. With Dan, do check out www.ratemybusinessnow.co.uk to have a good idea of where you stand and what you need to do going into 2025. Have a great holiday season. Merry Christmas to all of you. And I'll see you all in the new year.

Thank you so much.

[Daniel Hill] (43:33 - 44:20)

Merry Christmas, everyone. I hope you enjoyed this Blueprint Podcast episode. If you're not already subscribed, sharing these, this is my lifetime's work.

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And then follow me daily on Instagram for free content, post twice a day, completely free of charge. Success and failure are both very predictable. I'll see you on the next episode.