**TBP 272 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 use 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.

[Josh Keegan] (0:38 - 1:37)

Ladies and gentlemen, welcome to another episode of the Blueprint Podcast. In this episode, we are celebrating this year's winners of the Property Entrepreneur Programme Strategy Day 2025. For the first time ever, we have joint winners who actually shared the first place award for their world-class strategy day presentations.

If you understand anything about business, anything about life, anything about achieving anything, it all starts with a world-class strategy. In this episode, we are sharing with you Mr. Neil Gallagher's and Mr. David Akebu's strategy day presentations for 2025. They have gone deep, they have laid the foundations, they've done their cave time, they are absolutely focused on what they want to achieve, and this really does come through in their world-class award-winning strategy day presentations.

We're sharing you with these behind the scenes we hope you enjoy, we hope you gain value, and it inspires you to have your best year on record in 2025.

[Speaker 6] (1:43 - 1:48)

Right, who's next? We have got David onto the stage. Give him a massive round of applause.

[David Akibu] (1:51 - 11:51)

Thank you all for paying attention, guys. I know it's a long afternoon. This is my strategy day presentation for 2025.

Just before I get to the long day, I just want to go back a few years so you can see exactly how we got here. The only time I've really ever started to think about what do I want to do with my professional life was when I first qualified as a doc. I really love sport, thought how can I find a way to marry the two?

Finding a mentor, working hard, I managed to find a way to get to my dream professional life. I worked in sport, I worked in county rugby, I worked at Wimbledon, and I worked in my dream job, which is in the Premier League, elite football. I did this for 11 years, and as you can imagine, I was on a treadmill.

I was on a treadmill, doing this in my NHS job, my other half teeing, her job's even busier than mine, so it was crazy. For me to actually have some cave time and think about what I want to do with life, I had to break my foot. So I had to break my foot, and I sat at home for about four to six weeks on my Jack Jones, and I really started thinking, you know what, what do I really want to do with life?

So I started doing some of the things from the bucket list and created a longer list. Makes me think now, if I knew about PE then I probably would have done other things, but no. So what happened is that I got back on the treadmill as the bones healed, and then as you do, you just forget about things, you get onto the usual nature of things.

Now, it was one event that made Ting and I think, you know what, we need to have more control of our lives, because our lives are okay as they were, but we didn't have control of our time. And that event was in 2021 when my son was born. He was born three months early, and he was in ITU for six weeks.

Now for me to get six weeks of work, even when I broke my leg I was back in five, so for me to get six weeks of work was unheard of. So two weeks, yes, then there was so much friction that I thought, you know what, there needs to be a better way. And bless it, poor Ting, she was back at work in five months because they needed her position at work.

So we thought, you know what, we need to really create a different kind of lifestyle. And so we had a lot of time thinking about all our dreams, and we'd never ever formalized it, which is why the cave time was really important for us, because we managed to put a lot of our dreams down formally, you can see a lot of pictures of us. And there are so many things that we've wanted to do, but this arena has given us a way of trying to construct that into a formal plan as we have here.

Now, there's lots of things there, and this year's about the cash flow, but I just want to point to just a little thing. I know Dan Norman's left, but one of the ones was next to year of the dog on the fourth column, and that's not a year of indiscretions, that's just a case where next to that is making a difference. And that's one of the family traditions that we're going to set up as a family.

Where we're giving back and volunteering locally. Now, when we were sitting in one of our cave times, we just came up with this movie title straight away, Ready Player One. For those who haven't seen it, it's about this guy, Wade, who is chasing this ultimate prize, and he discovers lots about himself and relationships on a journey onto that prize and not giving up on his dreams is basically what it's about.

And that came to both of us at the time, which is why when we're here on this journey, it's about us resetting everything and restarting. And it's about us on our journey, and we're planning this, and we have got some help from down below. You might notice this little chubby Chinese kid here just changes there, next to the badass Sarah Connor.

Now, the idea of that is that this is the platform that's going to help us to achieve our dreams. Okay, so we're resetting everything with some structure. Now, personal objectives.

Over the last couple of years, we have sacrificed a lot of things. So we've sacrificed time on the weekends, blurring work and personal lives. So we haven't had enough time with little man.

We had definitely enough time together. And for the first time in my life, for two years, I really neglected my health, which I don't normally do. So all of that has to change.

There has to be clear boundaries everywhere. No set work for Sundays, period, clear boundaries, okay. Secondly, 12 dates, we've already done one already.

So 12 dates this year and two family holidays. And this is about 12 years ago, this is the only time I've ever run, I only run when I'm playing sports. So that was a run for Age UK charity.

I'll be doing half of what professional footballers do, 5k each match, I've rejoined my team. Just before I move on, I just wanted to touch on this picture. This is my son Daniel, and the dog Sammy.

Last year, June it was, I think, he brought this little, this little, whatever you call it, this little snail, Sheldon, he called it, brought it home. And he was told that he had to journal it over the weekends. I thought, what's all this journaling rubbish, man?

You know what? He woke up early that Saturday, I took him out, his team was leaving. And then we took the dog out, we went to a nature trail.

We had so much fun. We literally take a picture of the snail everywhere. We rolled around, played hide and seek, looked at nature.

It's one of the best days I've had of 2024. Didn't cost me a penny. All it cost me was the most vital asset we have, which is time.

And I want to do more of this, much more of this. So professionally, I'm new to business relatively, and this environment and this arena will help to give me the strategies, the blueprints, what I need to build our cash flow. So we're aiming for 25% of that number, which I have tattooed down.

During cave time, one important time for me was reflection. And we went through three VAs in about a year and a half, two years. It's easy to turn around and say, oh, you know what, the VA just wasn't any good, couldn't get a decent VA.

But I really spent time trying to reflect what could I do better? Could I be a better manager? Could I be a better leader?

Could I explain things better? And one thing that I definitely fell short of was having operational resources. And that's something I'm going to be changing now in the next two to three months, so that I can being still I can hopefully just delegate and not need to worry and just pass it on because there's so many other things I need to be doing.

So this flowery picture is what I hope things can look like towards the end of the year. The headline strategy for this year is sustainable growth. Now, currently, I work a 45 to 50 hour week in my day job.

That is cutting down to 25 hours this month. So I'm going to have up to 20 hours to spend on this business. So I need to make sure sustainable and I leverage well, okay.

So this is how it's going to work. So for me, I don't want to have burnout again, as I've had before, as others have mentioned today, and it needs to be sustainable for the business. So before we get to all this bright, bright ending, there's going to be some dark, dark days ahead.

And this is where it starts with the sporting objectives. So first, Winter's already here. And we're going to spend time, we started already listing every activity that the business needs right now.

And from that, I'll be creating the training manuals and SOPs, which will then lead into our hiring of our virtual assistants, and our project manager who's going to help with the developments. Now, Ting and I have been over a few properties, and there's one that's not performing very well. So we've gone back over them.

And we're actually refurbishing one that we're going to sell. And then that is going to be used to reinvest into developments for this year. Okay, and we've got a London project to complete.

Now we've got planning approved. That's where the project manager will come in. So with my 20 hours, the way I'm going to divide it is 70% just building that cash flow.

And look, being around this environment, hearing about back to back leasing, what Dan says, what the trainers have said, why not go for the low hanging fruit? And that's what we're going to be doing. And so I'll be building relationships, learning more in and out this community all about the strategies and the service users and what we can do property wise with that.

The 20% I'm looking forward to doing well this time, the SES management of the VA, and also having time with our project manager. The 10% is something that I'm actually looking forward to, and it's more of this. Being in this environment, learning from a lot of successful entrepreneurs, people who are specialists in certain things, the homework, yes, we have to do the homework and other things together.

All of this is learning for me, which I'm going to put into our business and hopefully, hopefully lead to some success. I know where we're playing out. We are playing at cash flow.

I've put other things you can do with property, but we are laser focused on our level. Okay, we are only looking at the cash flow level. And we want to get to our number before we move on.

Okay, so we're only playing at that level. Once all the work's done, there has to be a reward. Okay, this lady, her name is Connie.

She's my mother-in-law. I've heard it said before, we often do more for those we love than we do for ourselves. And she's a clear example of that.

She honestly self-sacrifices all the time, doesn't ask for anything, so low maintenance. She's such a beautiful woman. That's the soft side.

The right side is about three years ago at the Lake District. She's mid-60s to late 60s. This woman goes fitness classes four times a week.

She's body pumping with 20, 30-year-olds. I would never trifle with this woman. So instead, we are giving her something she's wanted to do.

She's never been to certain areas of the world. So we're taking her to North Africa, to Egypt, all inclusive. It's booked.

It's set in stone. We have to perform to earn this reward now. So that's set for this year, and I'm really looking forward to it.

Guys, thank you for your attention. Good luck to everyone else speaking today. Thank you so much, guys.

[Neil Gallagher] (11:52 - 11:52)

Thank you. Round of applause.

[Speaker 5] (11:55 - 12:05)

Thank you, David. That was brilliant. Well done.

Absolutely fantastic. Brilliant presentations. Right, last but not least, we have Neil.

Give them a massive round of applause, everybody.

[Neil Gallagher] (12:05 - 20:42)

How are we doing? Last one, last one. Apologies in advance.

I swear a fucking lot. Apologies. So yeah, this is pretty unexpected.

I'm not going to lie. Let's just jump straight into it. Bit of context.

Neil Gallagher, 45, have a wife, been together 22 years. I have two young boys, six and two, and I've been in property for about 20 years. Initially starting out doing some house conversions into flats, did very well out of that.

Did a variety of things, single buy flats mainly. And then around the sort of 2008 mark, basically ran out of cash, went away and started looking at other things. But whilst I was doing that, my wife and I decided we'd just do up our own properties and sort of move every couple of years.

Very tax efficient, shall I say, being primary residents. But over the last 18 months, we probably took one step too far, got a bit big for our boots and picked up a building firm that are a little bit unscrupulous and caused us a bit of problems. And it's been a blessing in disguise in many respects.

The reason I get emotional is because it really challenged why I'm doing what I'm doing. I think a lot of us in this room are probably being dragged by some need to prove other people wrong, right, whatever it may be. I don't know for you, but for me, I think there was a lot of trauma from my childhood that had been dragging me along.

And this was the first time I've ever sat down and said, look, why the fuck am I doing this? Why am I pushing and risking so much to the point where I have to sell my family home? What was supposed to be our forever home, because you made that one step too far.

So this year, after being burnt out, stressed and obviously, ultimately almost losing my marriage, I decided to go for my year of expansion and elevation. And so what it was is I believe that if you are in a contractive state, which I have been for the last 18 months, nothing good is going to come out of that. You need to be in a free flowing, renewable energy expansive state.

And to do that, you need to find your flow. For me, it's dancing, it's cooking, it's taking the piss a lot of the time. But ultimately, I haven't had that in my life for a while.

So this is my year of personal objectives to get me into that state, to feel expanded. Moving into a new rental house, we've now decided to make that into a home, which requires us to host lots of events. One being my wife's 40th birthday, which should be quite a party.

Having weekends with our friends and family, having our children sort of play together is going to be a great thing. I'm a big believer in being as healthy and as active as possible. For me mentally, it's really important that I am consistent.

So I don't prescribe to a weight or a metabolic age, apologies if you've chosen those as your target. But for me, it's consistency, consistency of getting there up in the morning. And that goes into elevate my energy, which is also consistency of gratitude, of understanding that I am so lucky to have what I have.

And taking that a little bit further, to make sure that this never happens again with my wife, is to go on those date nights. Remember, the reality is property can make us, it can break us. You can make money.

But if you're with the person that you love, that's all that matters, right? And so keeping that together is the most important thing. Anyway, let's move on to something a bit more, you know, lighthearted.

So for me, my professional objectives this year are, for all of us who loves planning, I think it's fucking awful, to be perfectly frank. So I need to become a permitted development pro because I do not want to go through planning ever again. It's an absolute shit show, to be perfectly frank.

So understanding permitted development rights and then finding one very specific permitted development renovation project, whether that be for my financial fortress or to flip out is to be decided. But that's my first professional objective. Memory master, I need to improve my memory.

It's just really bad. I don't know why. So I've dedicated myself to playing brain training games.

That's what I'm saying anyway. Every day, five minutes. And then like Jonathan, I think it was Jonathan or it was David, I can't remember who said, but I think finding a mentor is really, really key.

I've clearly made a lot of mistakes, and I think a lot of them could have been avoided because as they say, you don't know what you don't know, right? So my headline strategy is building the base. What I've also come to realize through cave time is, actually, the financial fortress is the only game in town.

It literally is. That goes back to childhood whereby my father lost everything. And we went in from a lovely house in the countryside to sort of a council house to up to down.

And I've been through that sort of supported living journey. And it's something I'm quite passionate about. I've rented to the council tenants, people who've been abused and single families who've been torn apart.

Social housing, for me, I believe, will become a key part to what will be my financial fortress. I'm hoping to, this year, really nail down my strategy. It's Adam's belief that that's what I should do, not buy a subway franchise.

Apparently, that's what he suggested I might do. And once I've done that strategy, obviously, I need to prove the concept is correct by finding one site. I live in Surrey.

I've got, fortunately, two boys in private schools. It's a very expensive time. So my cash flow requirement is probably a little bit higher than some, not as much as others.

But I need to find a site that minimum gross cash flow of 8K. So then, hopefully, that'll net down to about 5K. Secondly, I do not want to be back in 2008.

So I want to recycle my readies. I've got a refurb of a house being done. And I'd like to make a bit of profit coming in this year, maybe from doing one flip, just to keep that money rolling in.

Then, ultimately, tackling the tax is very, very important. We all make and spend a lot of money. We're taxed everywhere.

We need to be more tax efficient through group structures and personally. In terms of my distribution of focus, as I said, financial fortress all day. 70% of my time is going towards the fundamentals, finishing the course that I'm doing.

Through property entrepreneur, understanding the fundamentals, looking at the strategy, knowing my numbers. And then, actually, the key one there is proving the concept, right? One day we'll be done recycling our readies.

As I say, it's just a case of refurbing and refi. And then half of the day focused on PD rights. In terms of the cash flow, I'm very lucky.

We obviously have a buy select portfolio that does a lot of the heavy lifting. My wife's salary goes in there. But we are, because I've sold my house, taken a year's worth of equity out to just top up our cash flow, which allows me to then focus on the profit play and the asset play, which obviously, at this moment in time, I have 0% of my fortress sorted as yet.

So I really need to focus on that next year. And finally, as everyone is doing, apparently, we're all going to Thailand next year. So yeah, two weeks with my family.

My son is a massive elephant fan. So yeah, thank you.

[Speaker 7] (20:43 - 20:44)

Give him a clap.

[Daniel Hill] (20:49 - 21:33)

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