**TBP 278 Edited\_Transcription**

[Shiv Haria] (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.

[Daniel Hill] (0:38 - 1:23)

Hello, and welcome to another episode of the Blueprint Podcast. My name is Shiv Haria, and I'm the host for the Property Entrepreneur Advance Program 2025. In today's episode, we are celebrating the Strategy Day Award winner for Property Entrepreneur Advance 2025, Rosanna Meyer.

We already welcomed Rosanna to the Property Entrepreneur Hall of Fame back in May, where she shared how she went from being an employee of Birmingham's biggest and most loved student's events company to owning the business lock, stock, and barrel, all while going through one of the biggest health challenges of her life. In her Strategy Day presentation, Rosanna is looking back at 2024 and the challenges it brought. She shares her vision for her strategy for 2025 for both her personal and her professional life, and it is nothing short of inspirational, a very well-deserved win.

I hope you enjoy.

[Rosanna Meyer] (1:28 - 6:36)

Thank you, everyone. Yeah, I was not expecting to be up here at all. There were some really great people in my group, so yeah, let's see how this goes.

If you've not met me before, my name's Rosanna, and I am the owner of Vodboy UK, a student events company. I work on Get Up, Give Back, and I'm also a yoga teacher, so quite a dramatic photo in the background, which I will explain a little bit more about what went on in 2024. So trigger warning, as the kids would say.

In March, we found out that my mother-in-law's breast cancer was back. In April, I wasn't very well and ended up taking some time off work. In June, we found out that she was terminal.

And in September, we lost a dear friend of ours of 20 years, he was the same age as us, in his sleep randomly. And then in October, unfortunately, I had to have some surgery because of the illness that I had back in April. In November, my mother-in-law passed away after caring for her extensively at her home for about two months.

And in December, we buried her. So yeah, a shit show, shall we say. So as you can imagine, the whole plan for the whole year went out the window.

And when I was actually researching my year off and what I was looking to achieve, something that kept coming back up is a group of plants that actually only exist after a forest fire So it's the heat of the fire or it's the chemicals of the fire, depending on which kind of plant you're looking at, that germinate because of the fire. So my year off is the year of the fire lily. Successes.

So this is something that I always go back to each and every year, I try and figure out if I'm still on the right track. And they normally look pretty similar to one another. Stability, a home, support group, legacy, not being able to have children while I'm living on this earth and a long life.

Well, obviously, seeing what I saw in the last year, it kind of all goes out the window. You get the opportunity to do a lot of deep work and actually figure out what you really want. And all those things are nice.

But the biggest thing is joy. Do I enjoy what I'm doing? Does it does it make me happy?

So my personal objectives this year is premonition proud. When you're watching somebody die of something that you've also had, it's really it's like looking in a mirror. And you're very much that of my thought process of this could be me.

And I'm absolutely determined that that's not going to be me. So this is the oldest yoga teacher in the world. She's actually sadly passed away, but she was teaching right up till the age of 101 years old.

She lived in New York. So that's the aim. Featherweight is how I'm going to do it.

So one thing that we've noticed from my mother-in-law passing is how much stuff people have and how it doesn't actually mean a lot of things to everyone that's left behind. So why keep it now? 20% of what I've got, I'm going to get rid of.

And that includes 20 pounds of my weight. Motion is lotion. All this went out the window last year.

So going back to 15k steps a day, daily yoga. And I wasn't well enough to do a challenge on get a good back. I was more in the background last year.

So this year, I'm going to do one of the challenges as well. And then nurture from nature, six out of seven days, no UPS, so no ultra processed foods. It's not good for me.

It's not good for anyone, but it's particularly not good for me. So cut that out. One day I might treat myself to a little bit of cake.

Last thing I need is any more guilt in my life. So it's very much a case of enjoy one of the days and then eat during daylight hours. Circadian setting.

So look at the circadian rhythm, try and go with the dawn and dusk of the day and actually work with my body rather than against it. So master my morning, a set wake up time, six out of seven days, journaling and meditation. No phone 90, so 90 minutes, no phone on waking and 90 minutes no phone before going to bed.

And then sleep tight. I was lucky enough to get a whoop at Christmas and oh my God. Yeah, so need to work on a lot of those scores.

The first one is my sleep score. Sleep tight. My sleep score is absolutely terrible.

So the aim this year is to do 75% and then soul food, going back to actually stuff that I enjoy. A big thing for me is I teach yoga. I stopped doing a lot of yoga last year because it wasn't going to make me rich.

And actually, I really enjoy it. So going back to teaching double the amount of classes that I did last year and focusing on that. And it's been a running theme everywhere is actually being more present with my partner.

We've been through quite a lot, 16 years together, and there's been one drama after the next. So actually taking the time to enjoy one another. And then enjoy the process.

Get up, give back can be all consuming and a little bit intense at times trying to manage all of you lot. So yeah, it's actually enjoy the process. It's something really good that we do enjoy it and schedule a time to do it and do it properly.

[Shiv Haria] (6:39 - 7:39)

Jumping in with a request, if I could, please, through the last 12 months of 2024, it cost us £132,707 plus a lot of time, work, effort and energy to be able to deliver our content to you completely free of charge. Now if you genuinely enjoy these podcasts that get delivered weekly, enjoy our daily posts on social media, all of this we aim to make maximum value for you at absolutely zero cost. And if you appreciate that you get value from it, would you please take a moment now to rate this podcast or leave me a review, hit the subscribe, follow on whichever platform you're on just to show us your support, enable us to increase the reach.

It would be hugely, hugely appreciated. It really will enable us to continue to invest in the channel over the year ahead to give you maximum value at zero cost through the next year of 2025. Please press pause now, do it before you forget and just show your support.

We would really, really appreciate it. Back to the podcast.

[Rosanna Meyer] (7:41 - 13:08)

So yes, professional objectives are delegate to distance. Number one, get a work phone, turn it off. Working in nightclubs and working in the office, my phone pretty much pings from about 8 a.m. to about 4 a.m. six days a week. So it is a case of being able to turn that off. You time and me time. So three days at the office, three days work from home.

And when I work from home, they need to leave me alone so they can contact me if they absolutely need to, but work on what they're doing. And then ask the asset. The big thing for me is if I had more bulletproof processes in place, they could ask that before they could ask me.

So it's very much a case of give them everything they need to be able to work autonomously. And then winning workflow, super Sunday sanity. So supersize my Sunday sanity and actually time block for the following week on a Friday.

So tasks that I'm trying to achieve, I'm actually going to put into the diary to make sure that I know when they're happening. I don't have any other meetings that pop up along the way and get 90 percent Sunday sanity. App scrap or outsource.

So move or remove a third of my processes. So it might be, for example, using many chat for a lot of stuff that we do on social media. It might be getting rid of a load of stuff.

Or actually, if it's something that needs to happen, but I don't need to do it, get them to get someone else to do it. And then more than a month's worth, more than a month ahead, a lot of what I can do, I can actually schedule in artwork, events, DJs, staffing. I can get that all set up.

Stuff will come up. But because I'm doing the daily stuff is really tricky to kind of get on top of the things that happen in the background. And then pay it forwards again, coming back to why am I doing it?

What am I actually trying to achieve? And it's what would future me need? So it's making sure that a quarter of my income actually goes into the financial fortress and the SAS.

And boring bankers add a couple of assets into the financial fortress. And the biggest thing for me is what's it worth? It might be putting a load of money into the bank.

But if it's causing me loads of stress and loads of aggro and my phone going off constantly, it's probably not worth it. So, again, track my stress score in app in Warp, which, again, is ridiculous at the moment. Lovely.

So then my Vobble UK headline strategy, we're back to the pretty grim picture. It's no surprise that hospitality is struggling at the moment. Luckily, we're still doing well compared to the rest of the market.

We've still got a really good event, but it's time to look at Scorched Air so that we can actually weather this storm. In theory, at some point, people will want to go back to nightclubs, but not if you read the papers. So we'll see.

So the supporting objectives are back to basics. Review and renew. Look at everything we do, all the systems, all the assets, all the contracts, our payment clients, everything like that, and make sure that the contracts work for us, the payments work for us and renegotiate where we can.

Feedback loop. People's habits are changing. And because we've been running for 26 years, we think we know it all better.

We actually don't. So actually going back to the customers and seeing what they're looking for, how they're looking to spend their free time and actually working with them on that. And then bleed orange.

We've worked very well from having a team, something that's kind of dropped off in the past couple of years because people's habits again are changing. So working back and getting the team on board with termly team perks. And then party pivot.

Yes, that's Ross from Friends at the bottom. If anyone knows that scene, you know what I'm on about. Concept creation.

So quarterly pilots do within the hospitality industry, but a little bit different. It might be a daytime party. It might be a different kind of event, a different kind of activity, but within hospitality.

And then what if? What if the the papers are correct in the fact that nightclubs will be shut in the next few years? I don't think they are, but I don't know if I'm just being deluded.

But yeah, what if? What will Vobble look like without nightclubs? So twice a year, dipping our toe in the water of another sector to see if there's a way we can pivot there and then embrace the change.

So we know that 25 plus are actually spending a lot of the money these days and the younger age groups aren't. So doing more events for them and non-alcoholic is really important for people. So making sure we've got a non-alcoholic offering on all our events and then cut the crap is another one.

So with minimum wage going up in April, you start to look at people and you think, are you worth that to me? And yeah, pretty much about a quarter of them, pretty much about a quarter of them are not. So yeah, we'll be moving them on.

And what does it add? Cost analysis per event and cut the spending. So are we doing it because we've always done it or are we doing it because it actually adds something to the event and then step up, progress the management team to allow them to do take the next step so that I can concentrate on the more deep work bits.

And then my reward is some sort of formula one. So it might be Silverstone. It might be the Dutch Grand Prix.

It might be Abu Dhabi. It might be on Sky, depending on how this year goes. Thank you.

[Shiv Haria] (13:13 - 13:56)

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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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.