**TBP 279 Strategy Day Edited\_Transcription**

[Daniel Hill] (0:05 - 13:53)

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. In this episode, I'm going to take you behind the scenes of the Property Entrepreneur Advanced Workshop to show you what actually takes place at our annual strategy day. Now through the three months of autumn, October, November, December, we get introspective, we review where the business is, where we want to get to and what we need to achieve.

And then by the start of the new year in January, we present our annual strategy day presentation, including everything we want to achieve personally, professionally, and in our businesses in the year ahead. What we're going to do as an example is take you behind the scenes to start off with. I'm going to show you my strategy day presentation, start to finish.

You may have heard an introduction to this in a previous episode. This is the finished version, including all of my tangible targets, start to finish for everything I have planned for 2025. And then afterwards, I'm going to take you over to Rachel, who's one of our mentors on the Property Entrepreneur Program and our host for Property Entrepreneur Virtual.

And she's going to take you through how she's going to replicate the success of her previous years on Property Entrepreneur and set herself up for the best year in 2025 with her personal, professional, and business strategies and targets. This is a fantastic time of the year. It's huge value.

And if you do not live your life with intention and run your business with strategy, you will just have another year the same as all previous. This is the blueprint we use. This is our annual strategy day presentations.

And this is what we're going to set out to achieve in 2025. I hope you enjoy. So my name is Daniel Hill, as you all know, and my KPIs for this year of wealth, health and life by design.

Last year, my financial fortress covered 113% of my outgoings. This year, if I only complete the deal I've got going on, it will cover 192%. That's my target for the year end.

My health is currently, my metabolic age is currently 34, whereas I'm 38 years old. So I'm four years. My body is four years younger than my actual age from a metabolic standpoint.

And my target this year is to get that down to 28, which actually means my metabolic age will be 10 years below my actual age. And then my life by design score, taking the life by design score card, which you can find in the show notes of this episode, is 91. Fantastic year last year.

Finally got to a place I want to be at. I'm at 91% out of obviously 100 for my quality of life. And I just want to hold that there for this year.

A big thing for me this year on the long game is I've always wanted to get to where I've got to and had this big plan as to what it might look like. The last few years I've struggled, but now I finally got there. And the two focuses for me, one is I want to now focus on my health rather than my wealth.

I've made my money. I've bought my assets. I bought the house, the car, et cetera.

I now want to prioritize my health because now that I've got time, I want to be able to be here for a long, fit, healthy life. And that's going to take some focus. And the second is after 15 years of trying to get to the chairman level and have the dream house and the dream car and the clear diary and all that, 15 years of wanting to get there and four years of trying and failing.

Now I've finally got here. My big thing is I want to settle at a new level before I start creating the next five year plan. I want to enjoy where I am.

I don't want to mess it up. I don't want to screw it up. I want to just stop, smell the roses and just enjoy where I've got to.

So with that in mind, this year, my year of is the year of living the dream. Living the dream is just doing whatever I want, whenever I want to enjoy my work, enjoying my family time, enjoying my alone time, enjoying trips and travel. And the subtitle to this is easy life, easy money.

And what I mean by this is through the 12 weeks of strategy that it takes doing this on Property Entrepreneur, using the blueprints, one of the biggest lessons I learned last year was I don't want to, I was going to build 80 odd houses at one point. That's going back to work. That's stressful.

That's hard graft. It's risky. I don't really want to do that.

I want to do on an easy life, low stress and on easy money. I don't want to go chasing stuff. I don't want to sell companies for people.

I want to swap phone numbers and make 50 grand. You know, that's what I want to be doing. So year of living the dream, my three professional objectives, my three personal objectives.

The first is make a house a home. Last we've been living in the hall for over a year now and we've developed a few rooms, but this 10,000 square foot to go at, and I really want to get going and make some headway with that. So focusing on that as an objective and the main thing is design, not build.

So I want to design it, but not build it. Last year I did all the work myself. The reality is it just takes time.

The novelty wears off. I don't actually want to do it. So I want to design it, get other people to build it.

And then my tangible target is to be doing that one day a week. My second personal objective is perfect partners, perfect parents. Those of you that are in a relationship or long-term relationship will know that you have to water the plant in order for it to stay alive and even grow.

And those of you that have got children, specifically maybe young children, is in order to be perfect parents, you have to be perfect partners. And actually it takes time and energy to invest in your relationship as a parent and a partner in order for it to work well. So in order to do that, I'm going to do 48 check-ins.

My tangible target is 48 check-ins each year, which is basically nearly one a week with four gaps because things just happen. So check-in, feedback, invest in the relationship, and do everything we can to be the best partners and best parents we can. And then the third is trips and travel.

By the time my daughter was five months old, she'd already done six flights. And whilst we just have one child and it's viable and in the minute it's manageable, is more trips. So continue to do trips and travel with both my partner and my daughter.

And ideally try one, and my tangible target is one long haul trip. We're not done long haul yet. So we'll see how that goes.

I'm sure there'll be some challenges with it, but we want to experience it. Then my three personal objectives. My three professional objectives.

The first is the chairman. Finally got here. Love him being here.

I want to stay here with no stress and be off the grid. My tangible targets are I want to have a clear calendar, unless it's a board meeting. And I also want to do my Sunday sanity and be on WhatsApp once a week.

That's it. That's the only thing I want to do. The second professional objective is to be the boss.

And with be the boss, what I want to do is level up my leadership because to be a non exec chairman is a very different to be an executive director and the leadership it requires there is very different. So my tangible target for this year is 12 level ups, 12 leadership level ups, examples of where I've leveled up the way that I lead, I feed back, I direct and take me to the next level and my team in that capacity. And then finally is max the tax strategy and structure.

I want you to do is maximize my tax relief and benefit because my tax bill is now hundreds of thousands of pounds a year. And unless I do something strategic, the reality is I'm going to be paying half a million pound in tax, which is a huge amount of money in the next sort of 12 to 18 months. And I just there's got to be a way around that.

I don't want to leave the country. I don't want to use loopholes. I want to stay in the UK.

I'm happy paying tax. I pay hundreds of thousands of pounds tax a year, but I just want to do it in the most efficient manner. And my strength, my tangible target is I have that signed off the strategy and the structure added to my financial fortress before the end of year presentations.

So for the business, my headline strategy this year is called proof of concept. And what I want to do here is prove a brand new concept using the chairman blueprint, which is in less than five years, you can build a business with a team of less than 12 with low overheads, high margins that makes a million pounds a year. And you only work in it one day a month.

So this is this is the blueprint that I've done. I've completed it several times. I now teach our board members how to achieve it.

I'm doing one this year to walk the talk. And the proof of concept that I'm doing is on asset management using blocks. The three support objectives I've got with that, the first is that I'm doing it from a chairman role outside of board meetings.

I'm not getting involved in the day to day. The second objective this year is I need to build the blueprint. I've been doing deals for 20 years by building properties for 20 years.

People don't know what I know. How do I blueprint that this year? Start to finish and then give it to the team.

And then the third is to master the money. I want to build a portfolio that generates a minimum of a million pound a year net cash flow without any of my input. And it needs to be no money in and all money out.

So I need to get proof of concept on that this year and really prove that it that it works. Hierarchy. The first deal that I'm doing for proof of concept is if I hit the targets for it, the target is that I'll get all money back out.

It will make fifteen thousand pounds a month minimum net cash flow. There's zero profit because it's an asset play and two million pound in equity. That's my strategy for the proof of concept.

My think big, think big means it's inside, but out of reach, which is really, you know, it's inside, you know, it's possible, but it's out of reach as in you can't get there with your current mindset or skill set or resources. My plan this year is to fly private. So long haul is fine.

Go business class, first class, excellent short haul. What would it actually take for me to be able to justify flying private? And I've come up with a plan, a strategy to enable me to fly private in the year ahead.

So that's my think big is to achieve that. My challenge. So we have challenge, adventure and experience.

My challenge is to do Duolingo, speak Spanish, 365 day streak on Duolingo. Trips and travel is one long haul with my partner and my daughter is going to be the adventure. And then the experience is twelve in twelve.

So twelve in one year have twelve experiences within a year. But it doesn't have to be a travel. It could be anything.

It could be sushi making. It could be a spa day, anything, you know, one a month just to experience the year. And then finally, subject to hitting all of that, my reward is I want to actually build an outside kitchen.

So an outside kitchen, which in the summer is like a nice seating area, a kitchen, a full on kitchen with barbecue, sink, fridge, freezer, all that sort of stuff. But also in the winter, the sides can come down, the roof can go on and with log fires or gas fires, it can be like a like a ski lodge, warm, cozy, somewhere you can sit outside, socialize, eat, drink in the safety and comfort of being outside. But right now it's freezing cold and enjoy it and be out there.

That's my strategy day presentation for twenty twenty five. I will be doing an end of year presentation in September to tell you how I got on. And that is behind the scenes of what we do at Property Entrepreneur at board level for Daniel Hill.

I'm now going to take you behind the scenes at Property Entrepreneur Advanced and you're going to hear Josh Keegan and Adam Goff, two of our head trainers for the Property Entrepreneur programs, do exactly the same from stage. It was recorded at the last workshop. I'm going to take you there now.

I hope you enjoy. I hope you take inspiration from it and I hope you join us at one of our three day events this year so you can do this for yourself. Let's go behind the scenes and take you to Property Entrepreneur Advanced Strategy Day twenty twenty five.

Jumping in with a request, if I could, please, through the last 12 months of twenty twenty four, it cost us one hundred and thirty two thousand seven hundred and seven pounds, 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 twenty twenty five. Please press pause now. Do it before you forget and just show your support.

We would really, really appreciate it. Back to the podcast. Hopefully enjoyed a look behind the scenes as to what I have planned personally and professionally in twenty twenty five.

We're now going to go over to Rachel, who is one of our leading mentors on Property Entrepreneur. She's been doing this year in year out and has some of the industry's leading awards, recognitions and successes under her belt. Let's go over to the Property Entrepreneur Advanced Workshop Strategy Day twenty twenty five behind the scenes to see the next strategy day presentation for you to understand what we set out to achieve in our businesses, our lives and our life by design.

Success and failure, both very predictable. I hope you enjoy.

[Rachel Davis] (13:57 - 25:52)

Hello, this is Rachel Davis and welcome to my strategy day presentation for twenty twenty five. Just a reminder of what I do. I'm a hegemon operator in the southeast, a vital investor with about 15 years experience.

I'm involved in a cybersecurity startup with my husband, Paul, and I'm also the host for Property Entrepreneur. So to give you an idea of my strategy for twenty twenty five and a reason why it is what it is, I need to take you back to twenty twenty four. So back at the beginning of twenty twenty four, we got involved with get up and give back like as we do every year.

We were raising money for cancer. And the irony for that for us was that in March of. Twenty twenty four, Paul was diagnosed with prostate cancer.

It was a real shock with really fit and well, we weren't expecting it. He's actually quite young to get cancer and particularly prostate cancer. But since finding that since getting that diagnosis, we've realized that it's so common in men.

So if I could say anything to the guys listening to this presentation, please get your prostate checked. If you're over the age of thirty five, it's really, really important that you do this because one in three men experience testicular or one kind of urological cancer. And we've been on a real journey since finding that out.

It's, you know, during our strategy strategy sessions, we've got this really strong feeling of financial vulnerability. What happens if Paul is too ill to work? What happens to us, our estate, our children?

It's really it's been really been a wake up call. We've changed our diets. We've changed our and upped our health activity.

We're doing a lot more exercise now. We've read lots of books. These are two of the ones that have really informed us over the last year.

We've been we've turned vegan and vegetarian and Paul's PSA level. It fluctuates. It goes from quite good to actually back to being over the limit.

And we are really in this tumultuous process of waiting for his results every month. And I'm sure some of you know what this feels like. And it's a it's a gift and a curse knowing it's a gift because we found out early, but it's also a curse because we carry this burden with us every single day.

And then on top of that, my best friend died in September, three days before my 50th birthday, which was an absolute heartbreaking shock. You know that that literally threw in a huge curveball. So the whole of twenty twenty four has been a difficult year.

We've had lots of distractions, lots of curveballs, and we feel like we haven't made as much progress as we as we would have liked to. That makes sense now when I go through the wealth and health and life by design metrics that we measure on property entrepreneur. So wealth, we have moved the needle forward incrementally in twenty twenty four, increasing our target by 14 percent.

And now we're at 74 percent of our financial independence target. So that's great. What we did with that was we just doubled down on what we already had, raised rents across the portfolio and improved our efficiencies, cut costs and really, really focused on our numbers.

And that's how we did it. Health, health is really, really important to me and Paul. It always has been.

I focus on this and always have done over the last 15 years. I've done a lot to help my health. I'm actually my metabolic age is thirty five.

I'm 15 years younger than I actually am, which is amazing. So I'm really pleased with that. There's still some things for me to focus on this year.

And I always will focus on my health because you're absolutely nothing without it. And of course, because of the kind of year we had last year, my life by design scorecard has actually been reduced. But that makes it makes a lot of sense given what's happened.

So let's move on to the businesses, the businesses. I did the rate my business scorecard that we do on Property Entrepreneur Advanced. And it's made me realize that my HMOs are running pretty well.

There's always going to be challenges. There's always going to be issues, but I don't need to scale it or change it. I just want to leave it as it is.

So I'm not going to focus on it this year for the first time ever. I'm just going to level up Leah, who's my assistant, and delegate as much of it as possible. That's the aim of the game.

Where I do need to spend my time focuses on the new cyber security business with my husband, there's three of us, three founders involved in this. And we have got all of the strategy. But because of the difficult year we had last year, we've done none of the implementation.

So I really want to massively change this scorecard for next year. And that's what the focus is going to be this year. My long game, the main thing in my long game, there's two plans, Plan A and Plan B.

They started last year. Plan A is to help Paul run his own business. He has always wanted to be the entrepreneur and run his own business.

And since everything that's happened in 2024, I need to do everything possible to help him to achieve this dream. And he wants to be running his own business out of the corporate world in the next five years. And that's the plan.

And then the second plan is to hit our financial fortress target. Those are the big milestones in this long game. And then the big thing to consider for my family this year is that it's Isla's GCSE year.

It's really, really important. She also turns 16. So what is my year of?

My year of is a year of focus and pulling the trigger. We need to get Paul on the path to achieving his dreams and squash our feelings of financial vulnerability. And we need to 100% need a results focused year.

Whatever happens this year, we need to make things come to life and we need to make those step changes. So with that in mind, my three personal objectives. The first one is always going to be on health every single year it is.

I need to get strong and I don't just want to get strong. I want to get Sarah Connor strong. She is my absolute idol, this character in The Terminator.

There's a really famous scene. You all know what it is, where she's doing chin ups in her room. I think she's in a mental institution.

Obviously, I'm hoping not to do that. But I'll hire a personal trainer to coach me, to get me to the results. I want to be able to do 10 pull ups by the end of the year.

So that's no easy feat. The second target I've got is to be Isla's GCSE genie. So just grant her every wish.

Anything she needs this year to help her get what she wants to achieve. And she wants to achieve all A's in her GCSEs. That's no easy feat.

I've got to do whatever it takes to get her there. That's helping her with her exam analysis, speaking to her tutors, uploading exam material. Whatever she needs, I'll do.

We sit down on a monthly basis and make sure I'm covering everything she needs from prom dresses to college applications and prepping her for interviews. So I'll be doing that over the next six months, definitely. And then the third one is make a house a home.

My house always suffers. We did a refurb in 2022 and then literally downstairs and then literally stopped because we haven't had the time. I'm a busy entrepreneur.

I don't put enough time and invest enough time into what my home looks like. I need to put my pictures on the walls. It needs to look lived in and loved.

I've set myself a calendar goal. So every month, by the end of the month, I need to have done one room. And I'm going to do this by doing a set and forget strategy.

Every the last Sunday of every month is going to be a DIY Sunday. It's probably going to be a DIY weekend, if I'm honest. And that's how I'm going to do it with that set and forget strategy.

So I know. But the last weekend of the month is all for focusing on improving the home. And that's how I'm going to achieve it.

My three professional objectives. Well, they are based on some of the experiences we've had last year. So things are really difficult.

My mindset really struggled with the news that we had last year. So I want to crush my inner critic. She is always present, making things very difficult for me.

So I've booked in to do some one to one life and mindset coaching. And I'll be doing that every month from February. The second target we've brought, we've brought our plans to hit to hit our financial fortress back and forward.

Given the news that we've had about Paul, we have worked out what our income is. We need to increase our financial fortress income by two thousand three hundred seven pounds per month to hit the target. And that's what we're focusing on.

This is definitely a stretch target for us this year. But we're going to aim high in for the stars, hopefully land on the moon and see where we get. The plan is to buy a block of flats.

Lease it out to an operator. We may need we've got some more chest savings, but we may need an investor to get on board with us as well to do this. So that's what we're looking at.

And then in the new business, I need to hire two key people. I need to hire a social media executive and a funnel building consultant to get us where we need to be. And it's all about the who and not the how for the new business.

So that's my professional objectives. Because we're going into from form into the beginnings of storm. Our headline strategy is warm the tires.

Paul loves his racing analogies, as you know. And the three supporting objectives that we've got are all around marketing and sales because we need to attract customers. That's what it's all about.

So we need to do really simply build out a scorecard, a brochure and a one page website this winter. Get that done. And then we will then be able to build our content calendar.

In that content calendar, there'll be a plan to do three posts in the spring, moving it up to five posts in the summer. We start with organic and then we move into PPC campaigns after that. And then finally, we're going to build our first automated sales funnel using a funnel builder consultant.

We're going to test it through the summer and the autumn. And the simple overall target for this one, because it's an online sale to scale is to get one online sale from a stranger who's not in our direct network. And if we can do that, we know that we can make this into a scalable business.

And that's what it's all about for us, that one simple online sale. Got a lot to do to get there. We've got from April 2025 to April 2026 to achieve it.

And we literally believe that we can do it. And my sole focus is going to be on doing this. In terms of our wealth strategy.

It's all about assets this year. There is no dependable income coming from the new business this year because we don't know how it's going to land. So it's not in my wealth strategy plans this year.

It's really hard to predict. We've got four income streams at the minute. My entrepreneur work, the buy to let business, our financial fortress, our HMOs and Paul's day job.

And we've worked out that we need one hundred and eight thousand pounds to hit our comfort level of our financial fortress. We've got a lot of properties at the minute. We obviously need to buy a block of flats to help us.

We're going to use our war chest to part fund it, maybe get an investor involved. And then the HMO business and the profit we make from that will fund the setup costs for the cybersecurity business, which is small at the moment. And that's how it's all going to work.

And then on toggle my time and keeping it really simple. Delivery management and business development delivery is when I'm working in the business on my HMOs and my buy to let management is going to be the new financial fortress strategy and also managing my team that deliver on my HMOs and buy to let. And then my strategic time is going to be the time I spend on P.E. And on the new business I'm assessed. That's how it's going to work. Oh, and just one thing on here is I'm a more busy working mum. I have I can only do 35 hours a week, and this is how I've worked it out in terms of the number of hours that I can do.

That's what I'm aiming for. And then finally, on challenge adventure and experience, I'm going to do the three Yorkshire peaks and climb them with get up and give back. Going to take children on a holiday in August and do a tour of Croatia and all the Dalmatian Islands.

And then me and Paul, after the year we've had, we just need some joy back. We're going to go on three mini breaks on our own together. Rome is the first.

The next two are booked in throughout the year. And we're going to have some joy back in our lives. And that's really important.

And finally, it's all about mini breaks. We're going to reward Isla. I'm going to take her on a surprise mini break to Paris when she's finished her exams.

And that's what we're probably going to do in July. That's the end of my presentation. I hope you've enjoyed it.

Thanks a lot.

[Daniel Hill] (25:56 - 26:36)

I hope you've enjoyed a look behind the scenes of our annual strategy days. A huge amount of energy and effort goes into these every single year. If you're serious about stepping up your life and leveling up your business and living with intention in the same way that we do, go to www.

DontTalkToTenants.co.uk now and look at this year's dates for our annual three day blueprint events. We only host them once a year. They're always sold out.

Do not be the one that misses the vote. Go to www.DontTalkToTenants.co.uk now to secure your place at one of this year's three day blueprint events. Success and failure are both very predictable.

I'll see you on the next episode.