**TBP 280 Rewire your brain Edited\_Transcription**

[Daniel Hill] (0:05 - 7:29)

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. If you are serious about going to the next level in 2025, you need to rewire your brain if you want to step change. You will have heard me talk about this concept with rewire your brain, step changes, or even the breakthrough.

If you want to go to the next level and do things you've never done, in some cases, you've got to rewire your brain and get rid of all of the things that you've previously learned. In this podcast, I'm going to take you through a short, sharp blueprint, how to rewire your brain to get more out of your team, which will enable you to make more, work less in 2025. Let's take you through this blueprint now.

In this short, sharp, rewire your brain blueprint, I want to talk you through how you can get more out of your team to enable you to work less and earn more in the year ahead. Now, this is the biggest tip I can offer you. You probably won't get it.

In most cases, you probably won't do it, but when you do, I guarantee the outcome will be inevitable and you will get the result. I have sat on so many boards over the last three years and taught this to people and they have not listened to me for years and then finally done it and it's been a game changer. Now is my time to share this with you.

So the rewire your brain blueprint for today is pay more money. What I mean by this is if you want the highest performers in your business, you really need to start paying people more money. Now what do I mean by that?

What I mean is you need to change your mindset of not that people are an expense, that they're an investment and not that if you pay them every £10,000 extra you pay them, that's £10,000 off your bottom line. You want to get into the mindset that the more you can pay them, the more you will make. And this is that sort of dichotomy.

The real strategy to this, the real success, the real win-win is when you can find a way that for every pound you pay your team, they make you three or five or 10. And when I say you want to pay more money, pay them as much as you can, what I mean by as much as you can is as much that is commercially viable, as much that is a win-win, as in they win and you win, as much that you can commercially justify to drive the business forward. This is really what you're aiming for is to figure out a way that you can find the right people and this is the three pillars to this.

The first is know what you want and you'll get that from doing strategy day. If you haven't done our three-day blueprint event, go and do that. You get it start to finish.

You'll understand exactly what you want. One is what you want. The second is to find other people to do that for you.

So you're not going to do it yourself. Oh, you want this. Other people are going to do it for you.

But the most important bit, the third bit is because it's in their interest. And what I mean by this is you only get so far driving people with vision and promised progression and the future and being part of something amazing. That only goes so far.

When you can say to someone, look, you would normally earn 30 grand a year, but come work for me, I'll pay you 60. I'll pay you 70 or you'll go and rate salaries 40 grand. I'm going to pay 80, 40 grand as a salary, 40 grand in bonuses.

That all of a sudden makes it in somebody else's interest. If somebody is happy to go out there to double their salary and work every hour that God sends, every skill set they've got, every network connection they've made, if they know they're going to double their salary by doing it, it's completely in their interest because you're paying them loads of money more than they would earn anywhere else. The way that it's viable for you is you want the result, whether that's a result for the business or it's a new deal or its revenue or its sales or its profitability, you want to pay people as much as you can.

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. If it's a deal, so let's say it's a deal and it's going to make you 100 grand, how much would you pay for someone to give you that 10 grand, 20 grand? You want to pay maximum amount.

So if you bring me a deal, I've got a chap that I send businesses to and he'll do the sale if I introduce it. He pays me 33 percent of the fee. Our fees can be 300,000 pounds.

He's paying me 100,000 pounds. How motivated do you think I am to go and get leads, to send them straight to him? I'm very motivated.

Why would he pay me 100 grand to send him a phone number, basically? Well, because he's going to make 200 grand. If he didn't pay me that 100, he wouldn't make the 200.

You know, it's all about sharing the pie, basically. So that's the mindset for today is rewire your brain. Think, how can I pay people more money?

And the aim of the game is every pound you pay them, you make another two or three pound more. You get what you incentivize, you get what you pay for. And I guarantee you, the more you can pay viably, commercially savvy, win-win structure strategy, the more you can pay, the more you can profit.

But only if you rewire your brain, you get what you pay for. If you want to make more money, you want to pay more. Have you enjoyed that?

Go away, rewire your brain. Think about who can you pay more to make more. And I look forward to seeing you on the next episode.

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.

These things are unique. They're proven. They've enabled me to build over a 10 million pound portfolio in a few short years.

And over the last 20 years, start, systemize, scale and sell over 40 different companies. If you like them, share them, subscribe. Make sure you don't miss a single episode and tune in every Tuesday for a brand new episode.

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.