**TBP 300 Edited\_Transcription**

[Daniel Hill] (0:05 - 41:01)

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. Hello, hello, and welcome to today's podcast, which is a very special episode. We have just hit, after five years releasing these podcasts every Tuesday, we have now hit episode 300, which is absolutely crazy.

I recorded the first episode for these blueprint podcasts on the 11th of February, 2020. Every Tuesday since then, we've released these podcast episodes. Every single one of these episodes has basically blueprinted my life's work over the last five years.

If you're new to the podcast, go back and listen to some of the episode in any order you want, everything from mindset, money, business, investment, psychology, personal development, teams, recruitment, anything you need to know about wealth, health, and life by design is in these 300 episodes. What I want to do today is pick out my top 14 episodes, which have summarized for me really well the game changing moments in my personal career over the last probably 10 to 20 years in wealth creation, entrepreneurship, investment, and business, just to try and fast track it You don't have to go and listen to 300 episodes, but from my own journey of going from being a self-employed person, working really hard, making a reasonable hourly rate into somebody where now 10 years on, I've achieved genuine financial independence, eight-figure net wealth, consistent seven-figure income year on year. Which blueprints did I use that were the big game changers for me?

I've put them into four categories, money, mindset, business, and thinking big. My hope is that if you don't listen to any other podcast than these 13, 14 episodes, these will be the ones that change the game for you in the same way they did for me. I'm going to take you through this.

I'm really chuffed to hit 300 episodes. I can't believe we've actually got there. I remember doing this 200, I remember doing 100, I remember doing the first.

As I was going back through the catalog, I can actually remember where I was when I recorded a lot of these. Some of them have been done in studios, but a lot of them I've done in my house, in my home studio, or even on my mobile phone while I've been out on holidays, trips, travels, board retreats with the Property Entrepreneurs. It's been a really good way to document my life.

I hope that you'll get a lot of value from this. I know those who do listen, we have a very loyal following who literally work through them. We've got Property Entrepreneur clients who started in recent years, and they've set themselves the target of basically starting from the beginning and then just chipping away at every episode.

Some of them are 15 minutes, some of them might be 60 to 90 minutes, but everything in here is everything I've learned, everything I've used, and I hope you've got value today and I hope you go back and make sure that you haven't missed any because everything you need is in there. I've literally given it away for free. It's not me sort of just throw away stuff, it's content I've considered, I've thought about, I've blueprinted, and I've tried to make it really straightforward.

This is what Property Entrepreneur, we're in our 13th year of delivering Property Entrepreneur now and training hundreds and thousands of entrepreneurs how to do this stuff. My job is just to make things really simple. They're really complex tasks and topics that can seem quite daunting.

How do you actually make them really simple, really straightforward so people can execute them? I'm going to take you through these. These are my top podcasts from the 300 episodes by the impact they've had for me on achieving everything I've wanted in wealth creation with money, my mindset, how I think and how I operate in my business so I don't have to be involved in it.

I just own the companies, I'm not actually involved in them, and then finally from a mindset point of view, how do you get to that top level because some of you will be starting, others will be scaling, some of you might even be getting ready to either exit and move to the chairman level or potentially sell. What mindset do you need to have to go on that journey? To start off with money, the top episodes, I've got three episodes for you and I would encourage you to go back and listen to them all.

If you're driving, running, at the gym, in the show notes, I've listed out the name of these episodes and the episode number so you can literally just go and work your way through them. The top three of the 300 episodes we've recorded that I would say will change the game for you in the same way they did for me on money is the first one is Rate Your Rate and it's episode 51. This is what I did.

I got to a point where I was making, I forget how much exactly, you'll have to go and listen to the podcast, but it's 2017 I think it was. I was making maybe a couple of hundred pounds an hour and I was doing well but I just hit this glass ceiling. I couldn't get any higher.

There was no more hours in the day. The harder I worked, it just wasn't moving the needle and I wanted to get that next step change. In that podcast, what I'd share with you is the journey that I went to make my first million pound a year, which is essentially 500 pound an hour.

Now, for some of you, that might sound absolutely out of reach. When you listen to the podcast episode, you'll hear from me, it was exactly the same. Once I had that mindset and that plan and that strategy and I used the Raise My Rate blueprint, not only did I achieve that 500 pound an hour rate and start making a million pound a year, but I actually quickly flew through it.

When I looked back, the idea of making 500 pound an hour seemed easy. Now, the concept of making a million pound a year, I can pretty much make that without having to actually do any new deals or go to work. My assets and the portfolio that I own deliver that easily.

The concept now of making a million pound a year to me is just a given. Whereas before that blueprint, it seemed absolutely alien. If you're in that position at the minute, we're making a million pound a year, it just seems so far out of reach.

That's the blueprint that changed the game for me and it's episode 51. The second is once you start making good money and you are actually making a couple of hundred thousand pound a year, 500,000 pound a year profit in your company, Liquid, in the bank at the end of the year, you then need to understand how to actually move into wealth creation. This is all about the financial fortress.

It's about understanding that it's not about making a bigger, noisy cash flow business. It's not about making more money coming in, more employees, bigger business, more offices, more whatever. It's not actually about more.

It's about less. And the financial fortress blueprint talks about the three levels of wealth creation, how to go from cash flow into profit, into then assets and get into a point where you've actually accumulated the wealth. You work once, work hard, pump that cash out, but then you've invested it and you've allocated it and actually you can start living off the steam.

And this is such an underrated concept. Less than 5% of people in the property industry actually have this mindset. They're out there building big training businesses, big investment companies, big HMO portfolios or service combination businesses.

That's not the way to get wealthy. That's the way to get really busy, really burnt out and ultimately, potentially broke compared to those that go out, do the work once, invest the capital and then live off the steam. And having achieved that at the age of 35 in 2020, I would say that you can't understand the freedom that you have when you know your outgoings are 50 grand, 100 grand.

I did the levels to this. We talk about it in this episode, financial fortress episode number 261. You've got your survival lifestyle.

You've got your comfort lifestyle. And then you've got your dream lifestyle. And I lived on a boat.

Then I lived in a nice detached house. And now I live with a Rolls Royce in a 12,500 square foot manor house and estate at that top level of my dream income. But I use the same blueprint every time.

And every penny that I spend on my cars, my houses, my travel, I'm going to start flying private this year for the first time. Probably only do it once and then realize it's complete false economy and just scratch the itch. But that was the final part of my dream lifestyle was to fly private, paid for from money that's free, which is basically living off the steam.

You want to get into that mindset that you only spend money on lifestyle if it's free money. And people are running around running businesses that make 100 grand, 500 grand a year. And they rely on that to pay their mortgage.

That's just running on the treadmill. That's not getting wealthy. That's just working hard.

That's being rich. Earning loads and spending loads. We want to get wealthy.

We have lots of equity, lots of excess capital. And it's allocated. It's invested.

You've got it somewhere where it's genuinely paying you 3,000, 5,000, 10,000 pound a month, 20,000 pound a month, 50 to 100,000 pound a month. These figures are very achievable and realistic. I've done them.

And that's coming from assets. That's what you use to live off. That's financial independence.

We don't ever have to go to work out of necessity. Once you've got that nailed and you understand the concept of the financial fortress, which was episode 261, the next one is understanding the progression of wealth. Because initially, it's high risk, high return.

You've got nothing to lose, everything to gain. You go out there. You work your backside off.

And you make a load of money. After that, you've got to understand once you've made your money and you've invested your money and you've got financial independence, how do you then secure that? Because generational wealth, keeping it is a lot harder than making it.

And you've really got to understand how to manage that risk, how to deleverage, how to understand the different levels of wealth creation as you move through it. And again, like I said, probably less than 5% of people in the property industry actually get out of level two or three, which is basically paying the bills. We want to get you to a point where you're deleveraged, you're diversified, you've got a low risk, high return.

Or rather, you get to a point where you've actually got low risk, low return. But you understand how the elements of it change as you go through the gears. And this took me probably 10 years to really understand.

And I learned it from the likes of Ray Dalio, Warren Buffett, some of my mentors that have become very, very wealthy. And the 10 layers of wealth is the blueprint you use to achieve generational wealth. So if you want to raise your rate, it's about making money.

Financial independence is about actually achieving living off the steam and allocating your capital to get a return. 10 layers of wealth is about keeping it. It's about how do you secure that for generations to come?

And that's the 10 layers that you go through. And that's episode 1, 2, 5. Most people have never even heard of those layers, let alone use them.

That's the secret to achieve ultimate generational wealth. So there are the three for money. That will show you how to make it, how to allocate it, and then how to keep it.

In order to do that, you need to have the right mindset. And this mindset is the second one. I've got four podcast episodes for you that changed the game for me, some of them about wealth, some of them are about mindset, some of them about how you go about your day to day.

The first one is about doing deals and how to understand where opportunities lie. And this is called the Warren Buffett way. And it's episode 2, 1, 2.

This has defined my investment strategy definitely over the last 7 to 10 years, but specifically since the pandemic. Now, as soon as I got to a point in probably 2019, 2020, where I got to a point where my financial fortunes was nearly there, I'd acquired some assets, I was beginning to exit some of my high-risk stock, like my HMO portfolios and things like that, I started to look at a different investment strategy. And this is the Warren Buffett way.

The Warren Buffett way is all about low risk, low return. And it's about playing the long game. If you follow Warren Buffett, obviously, he's arguably one of the best investors of all time, certainly in our life and in the last few generations.

He talks about low risk, low return. And what he's doing is trying to buy great businesses at good prices so he can buy them and know that in 10, 20, 30 years, they're going to be great investments. And what he does is use something called value investing.

And this is what I've done. This has been my sort of thesis for the last seven, maybe six or seven years, where I've made my money. I don't want to do the high-risk return anymore.

So I used to do HMOs. You know, at the peak, we had over 1,000 units of our own and our clients under management. But we built our own portfolio.

We had sort of 200 rooms of our own properties that we owned. And we wanted all money out, 20% ROI, and we were going for that maximum return. Didn't care about the noise, the voids, the maintenance, the compliance, the 100 or 100 grand refurbs.

We just wanted maximum return. The Warren Buffett way is about value investing. And rather than, what you're looking to do is basically buy things below the asset value.

So Warren Buffett talks about buying companies using value investing below the net asset value, the NAV, which is what we call it in mergers and acquisitions. So let's say the net asset value of a company is 100 million and the stock's trading at 70 million. He knows he can buy a good stock in a great company at a fair price or below market price.

And over the long term, that's going to come good. You know, it's going to go up in capital gain. It's also going to provide a yield or a dividend or a cash flow.

And this is what we do in property. And this is what he talks about in the Warren Buffett way, how the deals I've done over the last sort of five to seven years have been more about value investing. And the Warren Buffett way, where we buy things so cheap, you literally can't lose.

You know, you can knock them down, sell the bricks, you still do well. And if you look at the deals, the developments, the investments, the assets, the businesses we've bought over that period, that's exactly what we've done. And in the Warren Buffett way, I take you through the sort of deals and strategies that you can look for if you want to get maximum long term wealth creation from low risk, strong return assets by observing the masses and doing the opposite, essentially doing different to what everybody else does.

That's episode 212. The next mindset one is a real game changer, and this will put you in the top 5% without a doubt. And it's called the win, win, win blueprint.

And it's episode 296. I released it recently. I learned this in 2012 when I went over to Bali and spent a week with Roger Hamilton at his resort over there.

And what I learned, what he taught me was about the aim of the game really is to get behind other people. He says, if you want to be a success and you want to achieve your dreams, rather than find loads of people to help you achieve your dream, find a load of really great people and help them to achieve theirs. And that was the first time when I understood about sort of leading from behind rather than in front and looking out for everybody else's best interests ahead of mine and before mine.

But ultimately, if you do it in a commercially savvy way, you know that the net result is you're going to do well. You know, you support your team to do well. You know, you pay your salespeople double what the market rate is, or you pay your team double what the market rate is.

And the aim is you pay them as much as possible. But the reason is for every one pound you pay them, they make you three pounds. And it creates this win, win, win environment.

And what I talk about in the win, win, win blueprint episode 296 is how to develop that mindset. And if you look at the people who go this the longest, you know, the market tends to sort of have a bit of a forest fire every 10 to 15 years. And lots of the big names disappear.

The people who've been there through the good times disappear in the bad times. And what you get left is with a few people, you know, the biggest, strongest, most reliable trees and reputations tend to weather the storm. And a lot of this is about the way you go about your business.

A lot of people in property are focused on transactions. You know, they want to screw the vendor, screw the trade, screw the investor. And that's not really what we look at.

What we look at is leaving something on the table for everyone, taking 80% of what we could on a deal to avoid having a transaction and try and invest in a relationship. And over the last 20 years, that's done us really well. You know, it takes 20 years to develop a reputation, five minutes to ruin it.

And if you go around the win, win, win way, I find you create a lot more brand equity in you as an individual, your company as a brand. And you end up having a far more lucrative products and services because people know them. They like them.

And ultimately, they trust them. And if you can stand up like we can and say, we've been rated world class every year since for a decade, or we've had a 10 million pound waiting list where people paid a thousand pounds to join, or we've been, we've done over a hundred developments and none of our clients or investments have ever lost this money. Touch wood.

You know, these sort of credibilities are hard to earn and easy to lose. But when you've got them, you can hold them and you can, that creates a huge amount of brand equity. And if you look at what we do, it really is in that top sort of one to 3% of other people out there.

And that's because we have the win, win, win mindset. If you want to build a business that has that reputation and that brand equity, and like you have got investors queuing up to work with you and you've got deals landing in your inbox every day, you want to understand how to do win, win, win. And this works for deals.

It works for investors. It works for joint ventures, partnerships, and specifically, it works for your team. So if you're actually building a business with team members, you need to understand how to be a manager and a leader by using the win, win, win blueprint and making sure that everybody in your company is winning every time you do.

And ultimately, it's actually the other way around. You win because they win. That's episode 296.

If you want to understand how to create a team of people that are desperate for you to win because it's in their interest, that's the, you know, that's one I'd recommend. Jumping in with a huge announcement. Over the last 20 years, I have started, scaled, bought and sold over 40 different companies.

I've invested in over 100 and I've trained and mentored thousands of others. And I can tell you now from seeing behind the scenes that success and failure are both very predictable and the ones that thrive have five key things in common. What I've done is I've taken all of these lessons, learnings, case studies and success stories and boiled it down into an assessment tool to enable you to see now in less than three minutes, how valuable your business is for sale and how viable it is for scale.

Go to www.ratemybusinessnow.co.uk to use our brand new unique and proven blueprint to test your business on 25 key metrics, which will define whether you thrive or whether you struggle in 2025. The link is in the show notes. Go to www.ratemybusinessnow.co.uk and in less than three minutes, you will receive a bespoke ratings report to show your business on all five metrics, where you're likely to succeed and where you are likely to struggle. Go to www.ratemybusinessnow.co.uk. It's unique, it's proven, it's completely free and it will tell you what you need to do in the 12 months ahead. Take action now and let's get back to the podcast. The next one is about leveling up and when you get through the sort of teams that you use and I'll recommend that I'll share a podcast in a minute with the three different types of teams.

When you get to a point where you understand the difference between the three types of teams, when you get to the top level where you're working with the best people, you have to understand to shift your mind mindset from output versus input and this is episode 291 and this is one of those for you that if you're already at a point where you've got a good established team, you're running a business, but you feel like you're just in it too much doing the management, you know, keeping an eye on people, things like that.

This is probably a blueprint you want to use. When you get the right people, what you can do is you can actually switch the way you run your business where previously you focus on input, you know, telling your team what the instructions are, what the training is, what the blueprint is, what the methodology is and training them how to do stuff. Here's the ops manual, here's the system, here's the blueprint.

You know, that's all about input. You've got to focus on inputs to try and get people to do things. You build the factory and the workers turn up to run it.

What we talk about in episode 291, output versus input blueprint, is when you get the right people, you can just focus on output and when you've got professionals in your company at level three, what you do, if you make it explicitly clear what you want to achieve and you have the right person, all you have to think about then is who, so you know what you want to achieve and you want to run your portfolio at 95% occupancy and 40% net margin, that's what you want to achieve.

If you focus on inputs, you'd be looking at the assets, the blueprints, the systems, the tech, the policies, the processes, the operations manual. That would be the inputs, whereas at level three, when you're working with professionals, rather than say, right, I need to do all those inputs, you just say the output I want is 40% net margin, 95% occupancy, that's the output. I know what I need, now all I need to do is find the right person, which is who, rather than focus on how, you focus on who and you find that professional, you put them into the business, the input, you allocate the capital, you find that person, you put them into the business and then they show you how to do it.

Now, you know what you want and they show you how to do it. I've got a client who's in the medical space and I said to him, the difference between training people to do what they do is basically like being a parent and having a child, you got to train them, hold them accountable, reprimand them when they get it wrong. Working with professionals is more like paying for expertise because you can't pay for experience and expertise, sorry, you can't train experience and expertise, you can only pay for it.

And what we do is pay for it, put that into the business and then we get the result. And the example I use in the medical field is you wouldn't hire an anesthetist and then when they arrive, teach them how to use anesthetic. You would just pay somebody who's got that experience, qualification, track record, expertise, wisdom, the stuff you can't teach.

And episode 291 is all about going through that shift, which is not an easy one to do, but it's a real top level. If you want to get into making seven figures a year, that's the only way you're going to do that. So that's episode 291, output versus input.

Next one, final one is a mindset piece. And this is about opportunity because it blows my mind how many people are not hot off the mark when an opportunity arises. So the next one is called Snooze You Lose and it's episode 285.

And what this is about is opportunity and deals. I've stood on stage, in fact, one of the most recent deals we did, which made us millions of pounds and several six-figure cash flow after refinance, all our money back out on guaranteed five-year leases. That opportunity, I actually stood on stage and shared it to an audience of people.

I said, look, I've just had a look this morning. Here's a few examples of some deals. This one here is a deal all day long.

And after a week and two weeks and three weeks while nobody bought it, I just think this is crazy. I've stood on stage and said, this is a deal. I'm just going to buy it for the sake of it.

So I can say, look, I showed you it. Nobody actually took action and bought it. I'll buy it myself.

And off the back of that, I end up buying five blocks of apartments from the same seller just because I jumped on the opportunity. Snooze You Lose is about when an opportunity comes in, you've got to be hot off the mark because when a lead lands, it's hot. And the only temperature it will go as you leave it is cold.

The second it lands, you want to jump on it. So whether it's recruitment and you've got a new application come in that looks fantastic. If you wait a week, somebody who's quicker off the mark is going to get the best people.

If it's a lead from an agent or a deal sourcing, they send you and say, oh, I've got a lead here for a deal. You know, are you interested? And you think, oh, yeah, no problem.

I'll have a look at it tomorrow for you. That's not it. The second it lands, you want to be looking at it.

You've got the opportunity. Does it stack? You know, jumping on it and getting it done.

And sales as well. You know, sales leads will land. So if you've got lettings or you've got products to sell, a viewing inquiry will come in or a sales lead.

The second that lands, you want to be on the phone within like 60 seconds saying, oh, hi, really appreciate your inquiry. This is great. You know, let's have a conversation because those people are not going to sit there waiting.

In most cases, they're not going to sit there waiting if he's come back. They're going to be on to the phone to the next person who's got a room to rent or a commercial unit to lease or a training product or a support service that you offer, whatever it is. Snooze, you lose.

Again, this is like the top 5% know how this works. 95% of people get it wrong. I see it all the time.

I say, Peter, how'd you get on with that lead I sent you? Oh, yeah, yeah, I sent it to another team. I'm checking how they're getting on.

That is pathetic. That's never going to work. It needs to be like, yes, I phoned the agent.

I spoke to them. We viewed it the next day. We've already offered.

You know, that's how you get the deals. It's not from sitting around twiddling your thumbs and playing on social media and WhatsApp. So they're the sort of mindset pieces, value investing, win-win-win, output versus input, and then just fast action, snooze, you lose.

The next two modules is like business and then thinking big. And for business, I've got four. And for thinking big, I've got three.

And these are episodes that really changed the game for me. The first one is called Three Types of Team. And it's episode 183.

And it's the one I alluded to earlier. This changed the game for me. I actually learned this out as I went.

But for you, you can see it obviously. You can only connect the dots looking back. And I've done that for you with this episode.

And it'll teach you the three different types of team. Because when you're building your business, you're probably going to start off with a band of brothers, which is your friends, your family, your neighbors, anyone that would work for you. You know, you just pay them and you try and hold the thing together.

And you all go on this mad journey together. That's the band of brothers, level one. The second type of team after that is a dream team.

Where you have your first employee who turns up at 830, leaves at 530 and has an hour for lunch. It's a proper job. It needs processes.

It needs policies. It needs an operations manual. But you don't quite have the money to get the best people.

You get the best you can afford rather than the best people. And this is the dream team. You hold the thing together with culture.

It's a great experience. And it can be a lot of fun. But also, management can be very challenging.

Because you are not using the best people in the market. You don't have the budget to get the expertise you need. And you'll either be using the wrong people for the job or you'll be bringing in juniors.

And you're trying to find that potential and train people on the job. Where really, what you're doing is you're paying for their education. And the way you're paying for it is by their mistakes.

So that's level two is dream team. It's a great place to be. It's a great way to scale a business.

If you're doing it on a budget, all of us do it. And it's great. You get some great people.

You meet some great people. But you normally find towards the bottom levels of the business, people who are on the tools, on the cold face, on the ground, they're just not going to deliver the ultimate world-class returns you need. They're always going to be challenging to manage and get results from.

That's the dream team. And then once you've got that established, and you've actually made your money and you've got the budget, you then choose certain business models that create significant amounts of gross profit and net profit. And then what you do is you hire the professionals.

And the professionals are people who've got 20, 30 years experience. There's no faff. There's no fluff.

There's no emotional turmoil. They just come in and they get the job done. You don't have to manage them.

In most cases, they're self-managed. They've got the experience, the expertise, the wisdom. They've been doing this job for 20, 30 years.

And it's just obviously it comes with a price tag, and there's only a time you can pay for it. But when you've got the professionals, they not only run the business for you, but they will, in many cases, actually build it for you. They know what they're doing.

You don't need to tell them how to do it. You're paying for their expertise to come and do it for you. So you say you want this portfolio managing at this level, you get a professional.

You say you want these deals developed on time, on budget, you get a professional. You say you want somebody else to take over your company or a department in your company, you get a professional. When you have those professional people in, they're dependable, they're reliable.

Yes, you have to pay for it. But ultimately, that's where you're going to get the maximum returns. If you want to be hitting 20, 30, 40% net profit, if you want to get into the multi-millions or multiple revenue streams, you've got to have professionals running your company for you.

And that is the one that changes the game. To move through those levels, that's episode 183, three types of team, which will help you on your way. And the other one that changed the game for me is episode 219, which is PDPs, Professional Development Plans.

Again, this pulls into all the stuff I've shared about win-win-win, about leadership, about the three types of team. When you understand how to use a professional development plan for your team, what this does is you're clear what you want. You want to make 100 grand this year or your first million pound this year.

That's your headline strategy, which is what we call a proper entrepreneur. You've then got to break that down and get other people to do it for you. So your marketing team have got to do it, your operations, your finance, your sales.

They've all got to do their part of that. And the way you make it a win-win-win is you build professional development plans. And for the key people in your business, you give them an opportunity to progress, to move up the ranks, to get a new job title and progression and promotion, to get bonuses and pay rises at milestones.

And the art of building a professional development plan so that your team are motivated because it's in their interest to go and actually do this for you is an absolute art form. I would say this is one of my strengths. I'm really, really good at this.

And as an outcome, I've got multiple senior teams, directors, businesses running on their own. Now, I don't interfere. I don't get involved.

I sit in on the board meetings because they're PDP. They're so heavily incentivized to achieve it. They're doing it for themselves.

And because they get what they want, I ultimately get what I want. And the art of a professional development plan is one that will really change the game for you. The third is understanding the art of building a box with a bow.

And if you really want to build a business, you basically need to work once and then earn forever. You need to set it up and then you need to forget it. And to be able to sit and forget it, we use a blueprint called the box with a bow.

This is episode 237. The box with a bow is understanding that if you do the work once, so one of the problems in your businesses is that you haven't defined either job roles or tasks effectively. And what we need to do is be able to blueprint those tasks to tell somebody what they need to do.

It might be a project. It might be a job. It might be a part of the business.

You create the process. This is what I want. The brief, the direction.

You then basically create the structure for it, the additional detail, the content of what they need to do, and then the context to surround it. And then basically you put it in a box with a bow and you put it out the door. And let's say this is a new brand impact or new product or a new deal or a new service.

You sit down once for 90 minutes, two 90 minutes, two half day sessions, whatever it is. And you put all this information of what needs to happen into a box. You tie it up with a bow and you hand it over.

And then what you find is it never comes back to you. If it's a process you set in place, you set it and you forget it. If it's a project, you know, for example, I'll do this every month for new content.

You know, I'll create new content. I'll do it in my journal. I'll then do a video, a voice note, a couple of briefs.

I'll send it to my EA who then liaises with operations, design, slide decks, team, events management to set it all up. And it just doesn't come back to me. You know, it's just done because I did it once and I handed it out.

Most people don't understand how to do box with a bow. They spend the whole time training people, managing people, holding people accountable, talking to people, correcting mistakes. Don't start until it's finished.

You want to do all the work up front. And that is the box with a bow. Episode two, three, seven.

The next one, which is pretty aligned with that is called Define, Delegate, Done. And this is the last one for business building. And it's episode 75.

And what this talks about is there's only three things you need to do. If you want other people to run your business for you, there's only three things you need to do. And two of them are your responsibility.

If you get frustrated with the fact that your team aren't doing what you tell them to do, 66% of the time, it's actually your fault that they're getting it wrong because they don't know what they're doing. And this is a Define, Delegate, Done blueprint. Define means actually taking the time to define what they're responsible for.

Job roles, my house, blueprints, KPIs, defining exactly what they need to do. The second is then delegating it to the right people. And the main thing is that they've got the right expertise and they've also got the right capacity.

So when you're in small businesses, it's quite often people are really busy. And then what happens is the urgent overtakes the important. And really nothing ever gets done.

So you've got to be able to delegate to the right person with the right expertise and the right capacity. And if you define it right and you delegate it right, ultimately the job will get done. And then you know that you've got the right people.

How do you know if you've got the right person? Because if you defined it and delegated it, they get it done. If you haven't defined it and delegated it, then it's your fault that they didn't get it done.

If you have defined it and delegated and they didn't get it done, then you've got an issue. And it just makes it black and white from a management standpoint, who's delivering, who's on point, who's on the team and who's not. They're the four business ones.

So three types of teams, PDPs, box with a bow, define, delegate, done. I'd recommend all of those for those of you that want to build a proper business. The episode numbers are in the show notes.

And then finally, the last three that really got me to where I got to over the last 300 episodes. And this really is for those of you that want to break through to the top level, would be the breakthrough blueprint, the lessons I learned in 2024 and the chairman blueprint. Now, this is only for those of you that are already making, say, three to 500,000 pound a year.

This is only for those of you that want to go up to doing a million pound a year profit on one day a month. And this is only for those of you that want to become a non-exec. So I'm a non-exec chairman now.

I don't get involved in the day-to-day. I don't talk to people. I go on WhatsApp once a day just to check in and see what's good, like just to answer messages.

And it probably takes me no more than 10, 15 minutes. Outside of that, I don't do anything apart from board meetings. And that enables me to do millions of pounds, like millions and millions of pounds worth of revenue and deals a year.

And off the back of those, make consistent multiple seven-figure net returns every year from businesses that I own, but don't operate. And this is sort of thinking big. Now, for most of you, this won't be right.

Now, for those of you that are active in your business, you're still trying to make your first sort of 100 grand, 300, 500 grand, this won't be for you. But for those of you that are making 300 to 500 grand, this will be the next level for you. And this is all about thinking big.

So the first is the breakthrough blueprint, which I would actually recommend to all of you. And what this is about is how to get to the next level. Because the problem is, in order to achieve what you have now, there were certain things that got you to where you are.

So let's say you worked really hard, became self-employed, worked really hard, started making money, and now you've done really well. So now you started to build a team, and you're still working really hard. You're leading by example, but actually you're just really busy.

You've also got team members, but you seem to be hitting a bit of a glass ceiling. The breakthrough there is to learn that you want to be working on the business, not in the business. And this is the whole premise of the Property Entrepreneur Blueprint.

And if you've not signed up to one of our annual three-day, we do three-day retreats once a year, May, July, and September, I believe it is. The first two events sold out in record time. Literally, we didn't even go to the open market with them.

And the final one, I believe, is in September. If you've not already got a place, go to the blueprintretreat.co.uk or property-entrepreneur.co.uk. The whole premise is built around this blueprint. And in order to break through to the next level, you've got to do a step change.

You've got to level up. And there's a blueprint you have to use for that. Because to move to the next level, what got you here is not going to get you to the next level.

And you've actually got to physically rewire your brain. And this is very challenging. But in January this year, I recorded the Breakthrough Blueprint, episode 206.

And that'll teach you how to go to the next level. And basically, it's about rewiring your brain to stop doing what you're doing now and get you to the next level. And it's definitely a challenging one to break through.

But when you have the blueprint, it's without a doubt, the thing that enabled me to become a non-exec and get out of it. Because my old habits used to be visible leadership, work ethic, work hard, et cetera. Now, I don't really engage.

I'm not very visible. I do my work on my own. If I do more than about three or four hours work a day, that's like a lot of work.

I don't do much work. I spend a lot of time having lunches, going to the gym, running, getting steps in, in the garden with my young family. Lots of times sort of just doing my own thing.

It's not like I'm not working. But a lot of my thought, a lot of my stuff is sort of subconsciously processing stuff, having time to think about things, reading, just having a headspace. If you think about when you're on holiday, how many ideas you have when you're on holiday and how many solutions, how many problems do you fix and solutions you come up with when you're on holiday for a long weekend or a week.

Imagine having that all day, every day. That's pretty much what I do now. But to get there, I had to unwire all of my mindset about work ethic, work hard, be driven, beast mode, go and kill it.

All that got me to where I am, but it stopped me from getting to the next level. And the Breakthrough Blueprint Episode 206 is the one that can help you do the same. And then the last two really are for those of you that want to go to chairman level.

The first is Lessons I Learned in 2024, which is Episode 276. And that's about how to go from an executive director to a non-executive chairman. And that's basically all the lessons I learned in 2024 when I did that.

And then finally, Episode 263 is the blueprint I created on that journey. So if you want to understand what it's like to be a chairman level, there's a blueprint. One is wealth and the amount of money you make.

The second is time. And the third is life by design. And if you want to know what it's like to be at that top level, that's the blueprint that you need to understand to get there.

But I appreciate that won't be for everybody. So I hope that in summary gives you huge value to go away with. You have got 300 episodes to work through.

It has been five years of boiling down my life's work. None of these are diluted or sort of secret, you know, kept any of it secret. You literally go through those blueprints.

They will give you what you need. And they should be straightforward and simple. And in this podcast, I've summarized those top sort of 14 blueprints for you to go and do that.

So whether it's money, mindset, business, or thinking big you want, go in the show notes, listen to these blueprints. And I guarantee you they will change the game for you because they're the top 14 that changed the game for me, that got me to where I am. And I wanted to pick those out, share that with you, celebrate 300 episodes.

And I wish you all the best going through these blueprints and putting them into practice. As you go through them, you'll realize that learning them is easy and understanding them is easy, but it's the execution that's the hard bit. But if you do actually go and execute these blueprints, I guarantee, you know, I've been doing this for 20 years.

I've been teaching that for over a decade. I guarantee you success and failure are very predictable and all you need to do is follow the blueprint. So thank you for joining us on this episode.

Thank you for joining us. Those of you that long standing followers for the last 300 episodes over the last five years, I really appreciate all your support. I really appreciate you sharing this.

If you've got somebody you can share this podcast with, friend, family, business partner, please do that now. Otherwise, thank you for joining us up to 300 episodes. I wish you all the best with your business and your investments and make sure you tune in next week, every Tuesday for the next live blueprint podcast on everything you need to know about wealth, health and life by design.

If you want to work less, earn more and actually have fun doing it. Success and failure, both very predictable. I will see 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.