

Living The Retirement Lifestyle Podcast & Webcast With Guest Paul Avins



You're listening to the Retirement Lifestyle Podcast with Chris and Susan Beesley.

- Hi, it's Chris and Susan Beesley here with Living the Retirement Lifestyle, our podcast and webcast where we bring on some amazing friends and entrepreneurs that we've met over the many years that we've been online so they can share with you some of their experiences, the things they do in their business and their life that may inspire you to take that step that you've never taken before and explore maybe an encore career, maybe to find ways to generate some extra income to support a cause or to take on a hobby, to do something that you've never thought about doing in or approaching your retirement before. Now, today's guest is a very very good friend of ours by the name of Paul Avins. Paul was one of our very first mentors way back in 2012. We sought him out when we came to a sticky point in our business and we were not sure what direction we should take and how we should bring all of our ideas together. So, we're forever grateful for that moment we sat with him and his team in that office, had quite a few tearful moments, I have to say, but because we had to make some difficult decisions and boy, are we glad that we did. So, without further ado, welcome Paul.

- Oh well, thank you ever so much. Listen, it's a pleasure and privilege to be here and to get to share time with you. So, we've both been on quite a journey since that meeting, that's for sure, right?

- Yes, absolutely.

- We definitely have. And whilst many of our experts that attend this show are of a certain age we do know that you don't qualify quite yet. You're nearly there.

- I don't think you should disqualify great information for the sake of 13 months. I think we should not do that.

- Not at all and of course when you pass that moment we'll invite you to our Retiree Entrepreneurs Club so don't you worry.

- Steady on, I'm not sure I'm going there yet.

- No, then you keep working, don't you worry. So, I guess today's show is probably a little bit different for our viewers and listeners to what it would've been if they attended any of our others, because we are in a time of chaos and crisis and let's...

- Worldwide.

- Worldwide and let's be really honest about this. It isn't going to go away overnight and the long term economic consequences of what is going to come down the line is something that we want to be prepared for and I think Paul has some amazing thoughts and ideas on that. We were chatting before we went live and I'm just going to hand this over to you, Paul because really and truly you got the show you, you got the ideas and I know that our people are really going to love what you have to say or maybe they won't love it, but we hope they'll listen to it.

- I think it's probably worth just giving a bit of context to your amazing community about my background.

- Of course.

- I've been business coaching and training for the last 17 years, having been an entrepreneur first and foremost. Obviously, since I've been doing that we've been through various different highs and lows. The recession of 2008. I actually lost my first fortune in the dot-com crash of 2000 when I sold a business very successfully and then pretty much lost everything within the course of 18

months and I think there's a mindset about those panicking in the current situation and usually it's people who've never experienced any kind of uncertainty before. So, for the last 10 years everything's been great and they started a business and everything's gone great. They've never had real challenges and now suddenly the world just got turned upside down and they don't know what to do. We say to a lot of clients of ours and I'm very fortunate today. I own three different companies and they all do different things at different times but they fundamentally help business owners to solve three specific problems. And the problems are either, how do we build online sales funnels for us to get customers to know, trust and transact with us? Which is one problem. Number two is, how do we build a high performing team? Because if you want to build anything in your life you're going to need other people to buy into your vision, your team around you and you're going to need to understand how you as a leader contribute value, how and what value you create in the marketplace if you're ever going to monetize it. So, that's part of the business that I own and I also own a significant share in a profiling company called Contribution Compass, which I'll touch on later, which is all about how do we help people understand their own unique talent and how they contribute in the world because everybody has value to contribute. Most of us don't have a map to understand or a compass to navigate how to best apply that which is why most people don't figure it out and then finally, I'm very fortunate, I run probably two of the highest, my success in terms of success growth. Growth for clients, masterminds in the UK running in the circle and those are specifically focused on businesses that are over a million pounds and looking to scale or people with at least a seven-figure cash balance in the bank who want to do mergers, acquisitions and those kind of things. So, I play a lot of different levels but my passion fundamentally comes from a place, how do we serve people and give them skills or give them the support, definitely, how do we give them skills and strategies to fundamentally be able to create the lives that they want? And whatever your life and how you want it to look is different. So, my life looks very different now to the life I wanted 10 years ago, so because I'm at a different stage in my life and we tend to hit different points of graduation I like to refer to them as, you know, those different points of graduation shift, what we want to, who we want to be, what we want to do and what we want to have in the world. So, for me, what's happening right now is just seeing a reinvention of the entire economic system and the entire way that we as human beings value money, value people and

you're seeing the death of really the legacy systems that really didn't serve anybody any more. So, it's time to see, fundamentally we went through this massive Industrial Revolution, which linked people's ability to get paid to production and how much you could produce in the world, it's why the schools told everybody just to basically follow rules, work on a factory line and produce things and therefore we linked this in our mindset, very much, your generation that's on this podcast, we were taught that time was a reflection of money and output and we would sell our hours for an output on a factory line or 40 hours a week equated to this much money. Now the problem with that entire model is, it's based on old technology and old beliefs about how the world works today. The world works today, you can create a ton of value in half an hour on a call like this and that value can be shared millions of times to people all around the world and make an impact on millions of lives for the next five years, hopefully people are still listening and watching to this in five years time, but the reality is the ability to create and translate value. You got to be able to create value, but you got to be able to translate it into some kind of meaningful product, service or solution that people can buy and consume. So, that's the creative economy and because of AI and because of the technology platforms and automation we are heading into the fourth Industrial Revolution and if you look back at when the agricultural age shifted into the manufacturing age there was a massive disruption. We had this massive kind of global depression for 10 years. In America, it was pretty much all about the financial markets crashing and that led to a massive amount of innovation and recreation of the entire financial system and pretty much, 100 years, give or take, 102 years, we're doing the same thing all over again. So, if you understand that, you can start to understand why you shouldn't be freaked out by it and that you should start to just calm down because the people who are going to panic are the ones who have not looked back in history and understood what happened before and they're not looking forward to understand what are the waves that are coming and you can stand on the beach and you can shout at the waves all you like, but it doesn't mean the waves aren't going to come and they're not going to hit you. So, you got two choices. You can sit there and shout at the waves and get cross at the waves or you can decide to build a surfboard and get on the waves and ride the waves and that's what's happening right now and you're seeing some people who're just refusing to accept the reality of what's happening and some people are going, "This is an opportunity, "this is not going to go away." We are going to

fundamentally shift, how is economy value people. We're going to fundamentally start, I've been saying for ages that we're going to head toward the universal basic income model because it's the only model that's going to really make any sense. We're going to move to a model where fundamentally, most business transactions are going to be done online rather than in person. That's going to be accelerated at rate like nothing else. And if we're not careful small businesses or small entrepreneurs, people working from home, if you don't innovate you will get wiped out. And you're seeing people who've relied on just one income stream, whether that one income stream was a job or whether that one income stream was a business that had one market, you're seeing them really struggle right now and it's horrible and it's sad to see because it's avoidable. If people are taking the time to look up, I talk about three types of time. Head down, head up and head together time. You've got to have together time, it's with you, with your team, with your mentors, people having conversations with people who can give you a different perspective. Because on any given team you need different energies with different perspectives about what's going on and you've got to listen. So, that's head together time. You got to have head time doing it and then you got to get head up time when you're looking ahead at the future and looking at where the industry you're in is going, where the market's going, where the money is going. One of my favourite phrases is, "THE MONEY IS ALWAYS MOVING" It's always moving, it is by it's very nature cash flow. It's a flow, it's not a static thing that you can go get, it's something you can tap into. It's a cash flow, you tap into it and it flows into you. So, the reality is it's not going to stay with you, it's going to flow through you on to the next person because you're going to spend it. What you're seeing right now is the cash flow system getting clogged up because no one's spending anymore and it's now seizing up and that's why people are freaking out, because they never experienced this before and the last time it happened was The Great Depression. So, the reality is that the landscape's changing and the strategies that you've got to deploy going forward are going to fundamentally change and if you're not paying attention to that if you're not looking out for that, if you're just in this fear-mode and you're seeing it right now in all the shops. We we're talking about this before, weren't we - you're saying people are doing fight, flight or freeze and you're watching it right now happening in front of your very eyes. People are fearful, they're buying everything, because suddenly we're all going to run out of food. That's never happened in our lifetime. Why? Rationing for sure, but we've

managed to get through it in the wars but the reality is people are fearful so you got fight going on, you've got flight, you see people having ridiculous arguments and shocked about stuff that doesn't mean anything but then they're not rational, because they're not in a rational mindset and then you got people who are just flat out freezing, just refusing to do anything and they're just in panic mode and shut down and the reality is that one of the best skills you can have is the ability to be able to manage your own state, your own focus, your own intention so that you can make better decisions and then we talk about this in Contribution Compass a lot where we say, your own natural profile, when you are under stress and under pressure, that's the most critical moment because you go to your natural profile to make decisions. If you don't understand your own profile, if you don't understand who you are and how you think you will make bad decisions when you're in an emotional state and it's a bit like, the best way I can give you this, this is a brilliant analogy that my business partner, Carl, in our business gave me, because he's an explorer, he climbs mountains and stuff and he says this, he says, "If you imagine this, "your life as you get older," and this is a really great analogy if you think about it for your audience, when you're in your twenties, you're at Base Camp. It doesn't matter. If you screw up and you make bad decisions then it doesn't really matter, you can recover. You got time on your side but as you start to climb the mountain, which is age, if you think about it that way when you're in your '20s and your '30s you're pretty much less than two or three hundred feet up, it's not a big deal. If you packed the wrong jacket, you're not going to die. If you wear the wrong shoes, you're not going to die. But when you're at 25,000 feet, if you didn't take oxygen, if you don't have the right jacket and there's a storm coming and you get hit by that storm, you're dead. Financially you're dead, emotionally you're dead, you might physically be dead with everything that's going on right now because you made bad decisions at the bottom which impacts you at the top and too many of us are not thinking ahead. We're not thinking about, what happens when I'm 60, 65, 70 when I'm at the top of the mountain and I'm climbing the mountain, what happens if I get hit by a storm? We're just not thinking that way and if we don't have that side of our profile and we've haven't got a team with someone on it who's going to say, "Listen, before we head up the mountain, "we need this, we need the oxygen, we need the right climbing boots, we need this, we need survival tents." If you haven't got somebody who's really good on that side around you to give you that input and feedback, you'll get killed, you'll get killed out there and it's realising that

actually we have to understand ourselves first and then we have to understand the support team that we put around us and I know you guys are big believers in that too, right?

- Yes, absolutely

- Oh, huge and actually, what you just said is a really interesting, because I read an article this morning and it was by a very well-respected marketer and entrepreneur and I was really surprised, because he actually said, "But it'll be all right for those are retired, they've got enough money. They should be helping other people." No, everybody who's in retirement, their income, if it's coming from Social Security, 401Ks, whatever it is in the country in which they live, it depends for it's growth on the economic growth and interest coming in. Their income is going to go like that and they're at the time in their life where they want to be at the top of the mountain and they want to be enjoying the views and suddenly, they can't and they don't know how to get the survival kit if you like, maybe that's the wrong choice of word bearing in mind what's going on.

- But it's completely true. I mean you've got interest rates at the lowest level in history ever. The banks are now at a point where they can't actually reduce the interest rates any further, because technically they can't go to zero, they can't. So there at a point where they not getting any money back, in fact, your money in the bank is now going down in real terms. You're not getting any interest and it is about survival kit, it is. It's a financial survival kit, it's a physical survival kit. Part of what's causing a lot of the stress at the minute is if you haven't been looking after your body as you get older, look and I'm speaking from experience. You know, I did it. When I was in my 40s I abused my body. Not with drugs and stuff, but certainly with sugar. Certainly as an asthmatic, I did not look after myself and my health. I overworked, crazy hours, too many caffeine drinks, way too many sugary drinks, bad diet, I was at least a stone and a half overweight, didn't go to the gym, didn't prioritise health and you know what? Nearly cost me my life. Having a serious heart attack at the age of 42, being clinically dead for four and a half minutes. If I hadn't had an incredible, I know what it's like to struggle to breathe. I know what it's like to fight for your life in the last 30 seconds when you think you're going to die and at that point you just look back and go, all the bad choices that I made and gone why did I, what the hell was I thinking? And I'm lucky, I got saved by the

amazing paramedic teams. I got a second chance but like too many of us are not going to get a second chance and if we don't look after our immune system and physically but also financially, our immune system, we will not survive. This is serious stuff and you get one chance at this one. This version of us, we get one chance with it. If you are not planning ahead, thinking ahead, strategically planning out what you're going to need to be in four or five years or 10 years time if you aren't thinking that way, do not be surprised when it catches up with you because it catches up with everybody because it caught up with me.

- This is a wake up call, I truly, truly believe what's going on right now. Some people might not like that but it is a wake-up call. Bill Gates predicted it way back in 2015 from the virus perspective. Robert Kiyosaki and others predicted the recession, the economic recession, it should have happened, we we're talking about this earlier, it should've happened

- 2016.

- Years ago, not now. We're a little bit late

- But it's still here.

- But it's here and it's going to affect a lot of people and we have to pull together as a new type of community where we think less about ourselves and more about helping others. It's something our philosophy in our business has always been like that. Yours we know, Paul, has been the same. There's going to be a shift without a shadow of a doubt.

- There has to be. There has to be a reinvention. It's not just a shift, IT'S A REINVENTION of how we as a society value everybody. You cannot have people here, in my opinion, you cannot have people who are at home caring for family members who are sick and ill and I've been through that with my wife with the brain injury that she had and I was her full-time carer whilst running a business and yet the society doesn't value full-time carers. It doesn't pay them, it doesn't give them any money, they are not a unique unit, they are not seen as a unit of economic value, that's just fundamentally wrong, 'cause they are value creator of human value capital and we got to recognise that, whilst we value people who make money at a much higher level and it's like it's out of whack and at some point it needs to be calibrated in a way that goes, everybody creates value in this economy and we need to reflect the value that people are creating because some of it is human capital, that they're creating, human transactional capital like carers and other people are creating physical

product value. Other people are creating experiential value. Other people are creating entertainment value, like sport stars and celebrities and I'm not knocking any of it. Everybody creates value and the market values that differently, but as a society we need to take a breath and go, something is fundamentally wrong when you have people turning up at hospitals to save people's lives in a trauma situation like this and they're earning less than £25,000 or less than \$30,000 a year. We have lost perspective on what's important and who needs caring for and it's like we've got to wake up to this and fundamentally listen, I'm a great believer that we have a responsibility to us and our family first. Jim Rohn used to say, "The best way you can help the poor is not to become one of them." It's like look, you can't help other people if you don't take care of yourself. You become a burden and your first goal should make sure that you're not a burden to anybody else financially, physically you should not be a burden to anyone else and it's like, well, how am I going to do that? Can I just share a framework that I've been putting together, would that be all right?

- Of course you can.

- Please. I'd be most grateful if you would.

- Okay, all right, should we try something? And this not planned, so if you're watching this on video this might work and it might not. we'll give it a try.

- We'll give it a go. We're entrepreneurs!

- Should we draw on the flip chart?

- Listen, we're pioneers.

- All right, we'll do this, right. Here we are, right. I'm going to just move my microphone a bit closer so we can kind of check in with this. Let me know if you can still hear me, all right.

- We're good.

- Yeah, we're good.

- All good?

- Yeah, all good.

- I'm a great believer if you got a framework and a structure than you're able to survive and thrive but what you need is a framework, most of the time, most of us don't have it. So, let's look at it this way then. So, if we look at the framework that I'm suggesting here I think if you're going to have a fulfilled life there's three things you've got to pay attention to. So, the first one is what I will call your work and learning.

- Okay, WORK AND LEARNING.

- Work and learning, yeah.

- Work and learning. What is it that you do that creates value in the world? 'Cause we've all got to create value in the world, that's our jobs, so, what is it that we do from a work perspective and also what are you learning that is going to mean that your ability to keep generating value stays there in two years time or three years time? The thing is we're conditioned by school and education systems to believe that when we had finished with that, we were good enough for the rest of our lives. Not true, not true, right? The value that I'm creating in the world today is different to the value I was creating 10 years ago, why? Because I kept learning. One of the best pieces of advice I ever got was take 10% of every penny that you earn and put it back into training yourself. You got to realise that you're the best product in the marketplace, right? You got to keep training you or you're going to struggle. If you don't do that you're going to be in trouble. So, first things first is to go, look, how am I going to create income? What value am I going to create? What work am I going to do in the marketplace? And then, what skills do I need to learn to do that? I might not have the skills right now to do what I want to do, right. Go get training. Take an online course, there's tons of resources. Our resources, your resources, there's loads. But you've also got to understand, how do you naturally contribute value? Most of us don't understand where we are in this flow zone. What I call the flows zone, where we do it effortlessly, easily and it gives us more energy, you know what I mean by that?

- Yeah.

- Yeah, exactly.

- So, for you guys, what's an example of when you're in the flow zone? When you're doing stuff that just naturally comes to you.

- Just teaching.
- Teaching and training.
- Teaching people online.
- Teaching and training. Well, that's flow, you could do it for like eight hours a day and you'd have more at the end . Now, the challenges that most people have gone through are not understanding that they're not in the flow zone and then they're stressed, they're overeating, they're becoming miserable, highest rates of suicide in history at the moment in 40 to 50 year olds, that plus. People have gone to trade time for money without understanding that it comes from being in a space of flow and contribution. Everything's going to be about contribution. Are you contributing the best version of yourself to other people? If not, what are you doing it for? Because it's going to burn you out and it's going to kill you. So let's stop doing that and then figure out what is it that I love to do? And then figure out how you get paid to do what you love Because it just can't be that simple. Yeah, it really, really is, right? It's just we want to make it complicated, we want to make it confusing. So, key thing is work and learning, so that's kind of the first piece of the framework. I'm looking at my whiteboard, 'cause I worked this out this morning. You guys are the first people to have it. Seriously, I was hit by inspiration this morning Because I knew I was coming on this podcast, I was all, "I've got to teach something that I've never taught before." But I put it on the whiteboard over there and I can't see it from here
- I love it.
- It's all good, right? It'll all work out. All right, so next up, I think it's a really critical piece, which is FUN AND FAMILY.
- Fun and family.
- Yeah, fun and family, for those of you who can't hear.
- Listen, we don't go to work so that we can spend more time away from our family, that's a fundamentally messed up model. Who built that idea? So it's like how are you going to have fun? Now, if you're doing what you're doing, if you're in this flow zone here then it's going to be all about flow which comes from work, you will be having more fun. If you're doing stuff you like, are we having a blast doing this?

- Yeah, absolutely.

- Absolutely.

- People are going, "You guys are insane!" Yeah but we're having fun, it's great. We're teaching, we're helping people, this is fun for us. Yes, it's work but it's also fun and therefore, guess what? I'm a better person when I walk out of here and go and help my son with his maths homework or his English homework or the history because we're going look, how do we make that family time fun? How do we make that connection? If you come from here drained, you're going to be crap here. You get home and you're exhausted or you're stressed out, you're worried, you're not going to be able to be any good with your family and you're going to see what's going on really interesting in the moment is that people are going to find out where their relationships are really at.

- Yeah.

- Sure is.

- But if you're not in a good relationship you're about to get a really hard lesson because if you ever been in locked down in a house with somebody for two months and you don't like them, you're going to find out fast.

- Absolutely.

- Yeah.

- Two things explode when societies get shut down. One, pregnancies, two, divorces. There's opportunity everywhere. So, you got to figure out where your market's going. It's true.

- Look at that show of public affection, that's a good sign. So, if this is consuming most of your time and that's not good, this is going to be worse. So if you think about it like a tripod, I'm a big fan of tripods, if you think about it like a tripod, if each of these legs is, one's out of whack then the whole thing's off-kilter. It's like it's messed up. And over here, I need a different colour, hold on. Where's my purple? Somewhere I have a purple pen. Anyway, it's in my hand.

- Can we go back to fun again then?

- HEALTH AND ENERGY. Health and energy. If you don't have any health and energy here you're not going to be any good for your family over here. If you don't have health and energy, you're not going to be any good over here either, it's like they all have to work together, right? You got to protect your energy and your health. People say, people buy your energy more than anything else, don't they? They buy your energy and your passion and enthusiasm So, if that's crap here, it's never going to covert over here. And then you're going to come back in a really bad place and guess where you're going to be? It's going to be really awful here. So, it's like each one of these enables you, the three pillars in the middle bit, so the three petals, it's about recharge. It's about having you recharge, reconnect with your relationships and refocus. You got those three things but if you get these three right, you love what you're doing, you'll be better with your family, you'll be having more fun, you got great health and great energy, then, all three are only going to go up together, that's the only way it's going to work. But yet most of us our spending out time going, "How do I make more money, how do I make more money?" Wrong question, number one, is how can I be of more service? How can I contribute more value? Is a better question to ask. Second question is, if you're tired, if you're out of the flow zone. So if you've done the flow zone and you're dropping the question you should ask is, how do I create more energy right now? Go work out at home, safely or whatever. Or when you can go for a walk outside staying two metres away from people or 10, six feet away. Whatever it is, how do you create more energy? For some of us, go have a snooze. Winston Churchill used to sleep in the afternoon between 4 and was it 5, 5:30 I think?

- Yep, that's my favourite one.

- But like, cool. There's nothing wrong with that. I love working at 6:00 a.m. in the morning when the world's asleep and it's like awesome and I like to go to the gym at 4:30. It's like for me but by three o'clock in the afternoon, this conversation would be very different.

- Yes.

- I agree.

- They be like, "Hi, how are you doing?" "Yeah, I'm all right, how are you?" feeling stimulants. Where is this like look, create the things that are going to be really important in your life when you're in the best space but most of us feel

guilty. We go snooze in the afternoon, it's like, we feel guilty. You're looking after your health. If you need a snooze in the afternoon have a snooze in the afternoon. It's like, so what? Who cares? When did you buy into everybody else's paradigm about how your life had to look?

- And I think now you're going to find this is going to happen more and more, because people have to work from home. They have to change the way they work.

- You can't work eight hours straight at home, it just doesn't work.

- Structure, no, their structure will be different just like ours is but we work like you do. It's a full-time business, so we put full-time into it but we build in different types of things within our day that, just as you say, gives us fun so we enjoy doing it, gives us better health because we do our exercise first thing. We have a nap after lunch, that's how our day runs. Nothing wrong with that.

- No. Because here's the thing, too many of us have been conditioned that by a model that doesn't make any sense. It's the same way with so much. The Industrial Age tried to put us into boxes and time frames, because it was the easiest way to manage us. So, they had to sell us on that model. The reality now is there's no such thing as work-life balance. The word you should be writing down is WORK-LIFE-INTEGRATION. It's about integration and people are going to figure that out now because they're at home with the family so you can't work eight hours now, that doesn't work. You can't ignore your family for eight hours while they're in the same house. That's not going to work, so you got to figure out work-life integration model. You can have all of these. You can be healthy. You can do-- You can have fun with your family and still be there for them. It's like those three things, if you work on those three things, you're going to be a better human being, you're going to be a better husband, better father, right? You're going to be a better business person, you're going to be a better human being, you're going to be fitter, healthier. And then stuff like viruses and things you'll know that you're in the best space mentally and physically to deal with whatever's thrown at you. But if you're not, if these three are in a mess you're going to struggle and the whole thing will just implode and you'll fall over. Your little pyramid thing is-- Going to fall over. That's my 30 minutes. I put it as a clock. I didn't realise there was an alarm on it. I just put 30-minute clock on.

- Honestly, 30 minutes transposed into at least 90 minutes of value there, Paul. You know, we--

- That was brilliant.

- Was that good? Was that useful?

- Very useful.

- We're incredibly grateful for you showing that.

- That was very useful to us.

- Really, really useful for us and a great reminder of sitting in the office all those years ago when you drew something very similar on a flip chart for us and you told us how we had to create more value in our business, which we we're doing, but not in quite the way we should've been, because we we're money-focused. Because that was thing that was driving us at the time and since we made that change, everything changed and I think anyone watching your training there, they don't know how lucky they are to see it. They may have heard it in different ways from different people, but they will never have had it explained how relevant it is right now at this point in our history in our time and that we can, if we are all good people share that message with everyone else so that we leave a legacy that we help our kids and our grandkids and everyone else down the line because like you said early on when we were chatting before we started, this is going to affect people many generations afterwards as recovery comes through but now we have to be the best citizens that we can. We have to give the best value that we can and still have a profitable and money-generating business because we are in business for that reason. but there's no reason why we can't give more before we receive more So, let me show you something, right? There's so many clues that are all around us. What's that word?

- **HUMAN**

- HUMAN.

- **U**

- Yes, I saw that.

- Are a **man**, right? You're a man, **you're a human**, right? **Woman. We're human.** Then what's the next word? You're a **HUMAN BEING**. What have you been doing?

- Doing stuff.

- You're a human being. Stop trying to be obsessed with how much you can do and figure out who you can become. I always say to people, it's not the hours you put in, it's what you put in the hours. You can be more productive in two hours if you're in a flow zone, than you can in eight hours slugging your guts out. It's not about the hours you put in, right? Get that paradigm out of your brain, right? It's not about that. Like two good ideas transformed into an entire business turn it on its head, making millions and those ideas took less than an hour to come up and formulate. So, it's really critical that people understand. There's a reason why I've been saying for years you get paid on what you get done because it's about execution. It's about execution excellence. But you don't need hours to do that. You can execute great stuff like this in half an hour. Stop being trapped by the paradigm of time because it traps most people.

- Brilliant.

- Absolutely brilliant. And thank you so much for going over the time.

- I like to over-deliver, that's part of my framework. Give people more than they thought. Can I share a gift? Is that alright? Would be all right with at?

- Absolutely.

- Please, absolutely.

- You've heard me talk about Contribution Compass this whole idea of understanding your own flow and how to navigate it. If you go to contributioncompass.co.uk/special-offer there's a special offer there where you can get hold of one of the profiles for yourself to find out what is your best way to contribute value. So maybe you're struggling right now to understand what business to build. It'll tell you that. Maybe your understanding what kind of income, where you add the most value, what team you should join if you want to join a team, right? As a freelancer, what team you need around you if you're setting your own business up. That report is set up to give you that. You can save, there's a discount code on there and stuff. So, cool, great, happy to help. But fundamentally that report will change your life because it'll teach you

once and for all how to-- I always say to people if you have a compass then you always know the true north is, you're never lost. You're never lost. If you know what your personal true north is, as a human being, you're never lost. So, you can always find your way to the next opportunity no matter what the sea is doing, no matter what the waves are, no matter what the storm is. If you know how to navigate and you know who you are and where your true north is you'll be all right. The challenge is most people don't have that compass. This tool gives you the campus to navigate really crazy, really uncertain times. So, my gift, I wanted to give it to every one of your members, your community.

- Thank you.

- Thank you beyond--

- What was that? What was the?

- contributioncompass.co.uk/special-offer

- Okay.

- Thank you. We'll make sure we write that on the recording and put it in the notes for the podcast.

- We remember doing that ourselves and it was--

- This is a brand-new tool, you've never seen it.

- Do you remember we did something very similar and it was such an eye-opener, because we had to do it separately and that was hard for us.

- I'd love to give you the upgrade, then. Let me both give you an upgraded one, so you can see how this new one is. We put a lot of time, energy, money and resources into it creating it and it's coming from a place of, how do we help people navigate in difficult times? How do we help them navigate to find the true authentic version of who are they are? Because when you know that, everything gets a lot easier.

- Thank you from the bottom of our hearts for sharing what you have today. We're really grateful.

- You're welcome.

- We never know how these things will actually work out in the end. I have to say, just everybody that we've had on the show has always over delivered in value and helped a lot of people as a result. So we're saying from the bottom of our hearts thank you for joining us - Big thank you, yes.

- Pleasure.

- On Living The Retirement Lifestyle, Paul. We hope we'll get you back for Phase Two, because I'm sure there will be a Phase Two.

- Listen, it's the genuine honour. Anytime I get a chance to share with people that I'm friends with it's great. Anytime we get to share with people that are at a stage in their life where they're looking for, how do they reinvent themselves, how did they navigate to a different perspective in their life, how do they navigate to that second career or that second or third or fourth or whatever it is for them. Just remember that the reality is that storms are going to come and go. You ever watch the "Forrest Gump" movie?

- Yeah

- Yes.

- If you can stay out in the storm long enough when everyone else heads for the harbour and you survive and ride the storm out, you're the one that ends up with the spoils and the benefits. As he used to say, *shrimping became easier after that*.

- What a wonderful way to end the show. *Shrimping became easier after that*. Thank you so much, thank you everyone for listening. Thank you for watching and yeah, do feed us back. Let us know what you thought of what we had to say today and share it with your friends, family, anyone who needs this right now. We'll put it up on social media as soon as we're finished and we look forward to seeing you on our next show. Thank you, Paul, stay safe.

- Take care.

- Look after Sue and your son, take care.

- This is the Retirement Lifestyle Podcast with Chris and Susan Beesley.

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