



QLA CASTLE SEMINAR NOTES

QLA Castle Seminar Notes (First 3 days)

DAY 1

MAKING A LOT OF MONEY IS A SIMPLE STUPID PROCESS THAT YOU MUST FOLLOW

Dan sacrificed his:

- God
- Country
- Family
- Friends

No secret, follow the steps!

This is the regret minimization seminar

People who die, THEY REGRET THE RISKS THEY DID NOT TAKE

Dan is our ALPHA MALE FATHER

My SO secretly wants me to fail

BE TRUTHFUL.

HAVE MY TESTOSTERONE CHECKED → Dan's testosterone > 1500

"I will act now for now is all I have. Tomorrow is a day reserved for the labour of the lazy"

MAKE A LOT OF MONEY THEN GIVE

LIFE EXPANDS WITH COURAGE

You can teach a kid to do anything, you can teach him to be high performance.

Greatest gift:

WORK FIGHT SACRIFICE

We want tomorrow to be a motherfucker

WE WANT TOMORROW TO BE A MOTHERFUCKER

Dans 1200 deals :>the whole self-help industry



If you stick to this, YOU WILL DO IT, YOU WILL SUCCEED AND DO DEALS.

→ NEVER, EVER GIVE UP

Success is scarier than failure.

RULES TO SUCCEED AT ANYTHING:

Be the first in the office.

Be the last one to leave.

Make 300 calls per day (getting to a person, not gate keepers.)

Apart from love, what did your parents teach you?

You worry about things because you lack self-esteem.

“The number one reason people fail in life is because they listen to their friends and family”

Dan’s default is aggression. (Trump, Rockefeller)

Snowflake = melting under pressure

“Do not be captive of the environment you grew up in”

WHAT WOULD YOU DO IF YOU WERE NOT AFRAID?

Story of the 49 muslims shot in a ship.

OUT OF CHAOS, COMES ORDER.

“Happiness is when what you think, what you say, and what you do are in harmony”

GHANDI ITS NOT WHAT HAPPENS TO YOU IN LIFE, ITS HOW YOU DEAL WITH IT

MASSIVE SUCCESS = DEALING WITH MASSIVE STRESS

“It’s easier to do pushups than to be successful in life”

COGNITIVE DISSONANCE: The state of having inconsistent thoughts

First impression:

1. How you look
2. The first words you say
3. Action - Action – Action

EAGLES DONT HANG OUT, THEY HANG OUT WITH THEMSELVES



Only LinkedIn for social media

“You attract losers because you are a loser”

WHATEVER YOU THINK, YOU ATTRACT

“If you can see it in your mind, you can hold it in your hand”

THE ENDS JUSTIFY THE MEANS

“You can use the words you use about your experiences / mistreatments”

IT'S HOW YOU INTERPRET THINGS

QLA IS NOT NEW

SHOW ME YOUR FRIENDS, I WILL SHOW YOU YOUR FUTURE:

“Would you like your children to be like your friends? “

3 PILLARS OF QLA

-Emotional

-Risk / Fear

-Mind / Success / QLA

“The only thing we have to fear is fear”

GO TO NATO AND THE IMF, GET NON-RECOURSE MONEY

Example of the student had to do to get the money: **82 phone calls to get the recourse money**

Record: 99 days to close a deal after the seminar.

DO IT NOW

ZOOM CALL -

Young: No baggage

-Size of your goal matter tremendously

-He did not know “How to build generational wealth”

-When building your board, people will be surprised about what you are doing

-Emotional bank account: you are alone, you have to make it happen

-DEFAULT IS A BITCH:

→ Affirmations + 5 five credos

→ Self IMMERSION IS THE KEY

→ TAKE ACTION ! It's the only thing that matters!



- DRESS IN A SUIT NO MATTER WHAT
- QLA can be used outside of business
- He met all of his board members in person
- > No problem with board members

“I would have paid you 25k\$ to know that I only need to do 1000 cold calls to make a 10M\$ deal”

“Do what you say” “Say what you do”

NEVER LET YOUR BOARD MEMBERS HAVE MEETINGS WITHOUT YOU

COMFORT ZONE: A situation where one feels safe or at ease

“If you stay within you CZ you will never improve”

To do for fun: Rwanda with Gorillas

THE DIFFERENCE BETWEEN SUCCESS AND FAILURE IS ACTION

THE ONES WHO WILL SUCCEED:

- WILL TO SUCCEED
- HUNGER FOR SUCCESS
-

“This week will define your life”

WHAT COULD YOU GO BACK AND CHANGE?

WHAT KIND OF CHANGE?

NEED EXCUSES FOR WHAT’S WRONG IN YOUR LIFE?

LIFE IS A NUMBERS GAME

ALWAYS GO TO THE BEST YOU CAN FIND

BURNING DESIRE + ACTION = SUCCESS

IF YOU HAVE PEOPLE TO CALL WHEN YOU ARE IN TROUBLE, YOU ARE FUCKED, NO PLAN B

IT TAKES WORK TO BE POSITIVE, natural tendency is pessimism

ALWAYS PLAY TO WIN



NEVER SIT ON YOUR ASSETS

“You have to swing it to hit it”

GIVING UP IS NOT AN OPTION

DREAM TEAM:

CEO: me

Chairman

Accountants

Lawyers

Financing

Motivated sellers (100% seller financed is possible)

YOU DO NOT NEED TO KNOW THE INDUSTRY

(mentee who does not know anything about IT, rolling up cloud companies)

ASSISTED LIVING - BED PAN

ME: Founder (or Founding Director)

57% to 85% of the company for me

You form the company to make acquisitions

FORM THE COMPANY IN A COUNTRY WITH FINANCIAL STRENGTH (USA, Canada, UK, Germany...)

DAY 2

Government contracts: Government overpays for everything. Very few people do government contracts.

EX: Sikh guy in London who made A LOT OF MONEY with government contracts. He got paid 240k\$ to put things close to roads. He paid 60k\$ the students to do it.

THERE IS NO COMPETITION IN THIS

Over the top GOALS and AFFIRMATIONS.

Dan Lok:

1. You will not surpass your own self image

YOU DONT WANT TO BELIEVE IT IS A NUMBERS GAME.



EX: Franck, a Dutch guy, A) He got harsh B) Started to meet people face to face
HANDSHAKE DEALS ARE BULLSHIT

MOTIVATED SELLER: 55 TO 65 in age, closer to 65. Guy who has 6-month cancer and his wife is sick. → THERE ARE MILLIONS OF THEM OUT THERE.

SHOW ME YOUR FRIENDS, I will show you your future → Dan got phone calls where he bought companies for very cheap.

IF YOU DONT BUY A COMPANY, YOU ARE FAILING

THERE IS NO VALID EXCUSE

Lawyers and accountant hunt for your business

Chairman: 1 week

The rich people understand that you are who you hang out with.

Alpha male personality comes from your role model.

Things to do:

- STICK THE SLIDES YOU HAVE TROUBLE WITH ON YOUR WALL.
- Stand up desk + treadmill $\frac{4}{5}$ km

What I want the chairman to say: “Yes, if I can add value”

THE POSITIONS ARE NON-EXECUTIVE, NON-PAID POSITIONS

CEO AND CFO ARE PAID, EXECUTIVE POSITIONS

Templates are in the 8GB material.

How to find a board:

Linkedin

School (Alumni)

Associations

What Dan would do: see articles on FT, Wall Street Journal to find retired people

Every big firm (PWC,..) has executive summary: 2 pages maximum

“We are going to conquer the world”

Industry: 20 - 40 % profit margin



(Mobile home parks: 80%)

Deloitte: they have reports about industries

SECOND PEOPLE TO RECRUIT FOR YOUR BOARD:

2 Industry Experts

BRING DIFFERENT PEOPLE THAT DONT KNOW EACH OTHER

CFO: BIG 4 COMPANY

YOU CAN GET A BOARD IN 1 WEEK

In the beginning, they are going to work:

2-4 hours per week

4-6 hours per week

10 hours per month

PRIDE OF AUTHORSHIP KILLS DEALS

TURN INTO AN ANIMAL

HAVE FUN

READ THIS BOOK! RECOMMENDED BY KEN MACK AND DAN PENA

“Winning through intimidation”

HAVING HIGH EXPECTATIONS IS THE KEY TO SUCCESS

ONCE YOU GO RICH, YOU CAN NEVER GO BACK

ANTICIPATION OF FEAR IS WORSE THAN FEAR ITSELF

ONCE YOU DO YOUR FIRST DEAL, THERE IS NO WAY BACK

Why is QLA hard? Because OUT OF MY COMFORT ZONE

FOCUS - FOLLOW ONE COURSE UNTIL SUCCESSFUL

ASSOCIATION = POWER

IF YOUR BOARD DOES NOT HELP, THROW THEM OUT

BOARD: 6, 7, 8, 9 people

THE MORE, THE BETTER



DELAYED FEES

NOT CONTINGENT

All of our accounts must do business with private equity, hedge fund.

Deloitte offices are not connected.

By the time, you see a seller, you have done presentations to:

- law firms
- accountants

Example of one student:

He made 22 presentations to banks

22 said no

23, 24, 25, 26 said YES

YOU GET THE BIGGEST / BEST LAWYERS / ACCOUNTANTS

YOU GO TO THE BANKS BEFORE YOU HAVE A DEAL

For ex: appointment with banks that lend in healthcare.

Talk to the credit officer, the one in charge.

We have lawyers and accountants.

YOU DO ALL OF THIS BEFORE YOU TALK TO SELLERS.

The sooner you talk to a seller, the sooner you will close a deal.

NOW LOOKING FOR MOTIVATED SELLERS

You ask for the corporate tax returns.

Do not go to a business broker. (Spy business brokers, you see the listings online and contact the seller directly) **NOTE FROM KEN MACK... ALWAYS BEAT THE BROKER! THE BROKERS JOB IS TO KEEP THE SELLERS BROKE! MOST NEVER SELL A BUSINESS. THE BROKERS OVER INFLATE THE PRICES AND ARE ONLY INTERESTED IN THE LISTING FEE!**

Most people do not lie about tax returns.



SELLER FINANCING

Average deal:

Debt coverage: 1.5 to 2.5

You are supposed to exit.

FREE CASH FLOW = EBIDA

ZOOM CALL - ex air force officer

-JOIN A CLUB YOU CANT AFFORD

-You look after:

→ profit margin

→ FRAGMENTED and so many big players industry

-Weekly report very detailed so that Dan can help us

-BOARD: you look for retired and semi retired people

-You talk to a lot of PEOPLE / BANKS

-> IMPROVE YOUR SPEECH

-> ITS A NUMBERS GAME

-He is up at 5am. He goes to bed at 10.30 - 11 pm

-AFFIRMATIONS WORK

-You want bankers that help you

-Hire attitude, not skills

-Chamber of commerce

-Templates in the 8GB WORK

-It's A NUMBERS GAME

Dan:

-DEFAULT IS A MOTHERFUCKER

-YOUR S.O WILL BE YOUR BIGGEST CHALLENGE

1M deal ---> 60k\$ per year for me

10M deal → 200k\$ per year for me

You add no fucking value but you can still get rich.

Dan fucked miss universe, miss America.

ITS A NUMBERS GAME, How bad do you want it?

"JOINT VENTURE" IS THE WAY TO GET PASS THE GATEKEEPERS

THEN YOU HAVE THE SCRIPTS

"All you have to do is 2000 phone calls to make your first acquisition"

It takes you 17 times to perfect a script.

First time you read the script, you tape it.

JOIN TOASTMASTERS, ROTARY

Take water when they ask you what to drink.



1 to 1 with Dan

You partner (SO) has to be high performance.

“Pull the fucking trigger”

Just do it.

As soon as humanly possible.

How to overcome fear of success? BY GETTING SUCCESS.

It's never too late to make a hard decision.

Day 3:

Steve JOBS:

-Never in doubt

-Extreme focus

- Ruthless

SPEND EVERYTHING THAT YOU HAVE

NO BACKUP PLAN

Fear → afraid to make a decision because you have to make a decision after that

EGO IS GOOD

YOU MUST ASK QUESTIONS TO YOUR BOARD

I have been playing not to lose instead of playing to win.

People with big egos like to win.

HAVE A BIG EGO.

HAVE PRIDE IN MYSELF:

-> HOW I DRESS

→ HOW I SPEAK

DRESS LIKE THE PRESIDENT OF YOUR COUNTRY (white shirt...)

CONFRONT THE BEAST WITHIN

WHEN PEOPLE SAY NO TO YOU, YOU HAVE NOT GIVEN THEM ENOUGH INFORMATION TO SAY YES

Not one deal is going to make you or break you.



Ex:

77k - 477k rev in 6 months

85k - 465k rev in 7 months

How bad do you want it?

Motivated sellers: PLAY THE NUMBERS GAME

Dan Lok: Makes 30M\$ per year selling programs.

“We have a lot of time, but we piss it away”

Role play

You send the executive summary

You lead

You are HONEST and STRAIGHTFORWARD.

DOING QLA IS ENJOYING IT

We pay on productivity, NOT TIME.

Most successful solicitor in London -> Did not take a day off in 24 years.

BORN LIMITLESS

LIMITING BELIEFS

RELEASING - NOT GAINING - EMOTIONAL BAGGAGE

WHAT WE LEARNED CAN BE UNLEARNED

STAY AWARE OF LIMITING BELIEFS OF OTHERS

GET IN TOUCH WITH YOUR EMOTIONS

GET MENTORS

LEADERSHIP: Getting them to do what you want them to do, what you want them to do.

Your board will give you their contacts ONCE YOU HAVE DONE A FEW DEALS

Your life changes after 250M\$

How do you know if a deal is hot or not? By looking at a lot of deals.

Top line → 10M\$

Expenses -> 8M\$

If the seller is willing to do owner financed + cash flow (EBIDA) make sense

True measure to measure the motivation of a seller is SELLER FINANCING

MAKE SURE THE SELLER STAYS FOR 6-24 MONTHS

YOUR BOARD MUST ANSWER ALL OF YOUR QUESTIONS

ZOOM CALL WITH A SOUTH AFRICAN GUY

LIFE IS LIMITLESS

WEALTH CREATION IS A PROCESS

THE DANGER IS TO FALL BACK INTO YOUR COMFORT ZONE

4 months after the castle, the value of his transactions x5



He is buying companies in different industries.
All the vendors are > 70 years

Ex:

- Air company in South Africa
- Owner > 70
- THE MONEY HE GOT IS NON-RECOURSE MONEY

HE PUT PRESSURE ON HIMSELF TO SUCCEED BECAUSE HE KNOWS THE PROGRAM WORKS

Stuff he feared:

- Skydive
- Got a chauffeur

The most important thing: FIX YOUR MIND - FIX YOUR BRAIN

To ask (IMF, World Bank...)

Do you have non recourse money in your portfolio?

I HAVE NO MORE EXCUSES

FOLLOW THE STEPS

Chairman

CFO (You see the banks with him - also for deals)

- SACRIFICE IS A BITCH
- GETTING OUT OF YOUR COMFORT ZONE ALSO

YOU CALL THESE PEOPLE AND ASK IF THEY HAVE NON-RECOURSE MONEY IN THEIR PORTFOLIO

GET NON-RECOURSE MONEY

YOU DON'T SHARE DOUBTS WITH ANYBODY BUT WITH DAN / MENTORS.

ACT SELFISH

WORRY ABOUT YOURSELF FIRST

NO TIME LIMITS ON YOUR ENGAGEMENT LETTER WITH LAWYERS / ACCOUNTANTS
GO THROUGH ALL THE MATERIAL BEFORE YOU START DOING QLA