



## Course Review: **Marcus de Maria's Wealth Workout** By **Andrew Lockley**

What's the point of being in property? Why would anyone want to be a property investor?

These might seem like really dumb questions. Surely they are. We all know the answers, of course. Don't we? How many of us have really sat down and thought about this? I guess not all of us have.

If you don't know where you're going, then any road will get you there. It's easy to wander in a directionless fashion. Wandering into property investment is the road to failure, not only from an investment point of view, but also in life generally. It's very easy to lose an awful lot of money in property, and if you don't have clear goals, you're very likely to do just that.

One of my pet hates is 'goal setting'. That's not because goal setting isn't a good idea, but simple because so many people do it so appallingly badly. It's the easiest thing in the world to set goals. 'I'm going to climb Everest next year,' for example. There you go, I've set a goal. I can flesh it out with all kinds of plans and proposals, but the simple fact is: it's nonsense. I'm not going to reach that goal just because I've set it. Why? Because it's not the right goal for me. I don't want to climb Everest. I certainly wouldn't mind climbing Everest, but I don't want it enough to put myself through the time, expense and pain necessary to do so. It's just not something that floats my boat. And there's the catch. Setting goals is easy. Setting the right goals is possibly the single hardest thing in life you'll ever have to do. Mess it up, and you're going to make a failure of your life.

This is where Marcus de Maria's Wealth Workout comes in. This course is conceptually different from just about every other course I've been on. It's not really a how-to course. It could be much better described as a what-to course. Most training I've been on will focus on the best way of making money from strategy X, and as a result they all suffer from pretty much the same shortcoming: they don't actually help people to set relevant goals. They don't seek to establish whether people's personal and financial needs are actually going to be met by following the strategy X. In this way, they're like the doctor in 'Blackadder', who simply prescribes a course of leeches to everyone, regardless of the ailment. As such, normal courses don't fail at what they set out to do. But it's what they don't set out to do that's their Achilles heel, because most investors desperately need help with this. In fact, this is the main focus of my personal mentoring programme. Marcus attempts to do a similar job to my mentoring but in a different way. Instead of an intensive day of 1-on-1 training, he offers a two and a half day course, with follow-up, to address the same need.

The Wealth Workout is different to anything you're likely to have seen before. The principle of this course is to look at property investment in the round. Instead of teaching a single strategy and attempting to give you enough information to hit the ground running on Monday morning, the course introduces a number of approaches in property - both UK-based and overseas. The upshot of this is that you're better placed to set those all important goals than you otherwise would be. That's not to say that I'm specifically recommending any of the strategies he presents. But what I do support wholeheartedly is the process of considering which direction you want to go in before dashing off into the sunset. It's not so much *what* you choose that's important - that's personal. It's *how effectively* you choose that I care about. If you're serious about investment, you're probably going to find it's as big a part of your life as your marriage. You certainly wouldn't get married to the first person you met - the idea is preposterous. But yet I've come across many, many people who've leapt into an investment style without any proper consideration of the alternatives. This is the road to ruin.

Not only have you got to select the correct investment strategy in property, you've also got to fit this into context with the rest of your life, too. You need to make a positive decision to become (or remain) a property investor. This decision needs to be a definite choice, and be made with reference to all the other things that are in your life at the time. If you're looking for help on this aspect of investment, most courses offer you absolutely nothing, but not this one. The wealth workout places the property investment training in the context of a much broader approach. On the course, you'll be given help with your personal finances, and also with your attitudes towards investment and money. Don't write this off as psycho-babble, because it's absolutely fundamental. If you aren't working for money for the right reasons, it's not going to happen. If you're chasing wealth to plug other holes in your life, your heart is not going to be in. You're therefore unlikely to be able to get and keep the wealth you're apparently hunting for. Likewise, if your belief system is all messed up then it will get in the way of being successful. If you think that rich people are boastful, greedy, selfish and evil, you're never going to be likely to get rich, and in the unlikely event that you do, you'll lose it all in a trice as you sabotage your good work. Despite the absolutely fundamental importance of your belief system in determining your success, you'll be hard pressed to find many property courses that place enough emphasis on this. I'm not talking about a 5-minute introduction at the beginning of the first day, I'm talking about good quality content that's focussed on delivering real results. This course aims to plug that gap.

Furthermore, an investment strategy doesn't exist in isolation. I and many other people encourage investors to have a broad approach to wealth and investment. This course touches on shares, businesses, career building, internet wealth generation as well as the more substantial sections on property. The result is a course that gives a general introduction to getting and keeping wealth by a variety of methods. I think this approach is invaluable, both for beginners looking to find their direction and for more experienced investors looking to re-confirm that the direction they've chosen is still relevant. This course doesn't sit in isolation. You're going to benefit from other training that complements it, and you shouldn't expect to get up

on Monday morning and find yourself to be a fully-trained professional. As I'm sure you can already appreciate, that's really not what the course sets out to do.

The Wealth Workout is £970 for two seats. The reason it's sold like this is to encourage people to come with their partners. This is a whole-life review, and if you're one half of a couple and you do it on your own, you'll be doing one half of the process. The actual course is two days long over a weekend, but it has an additional Friday evening session too. In addition, there's a series of follow-up sessions by teleconference and meetings. This is a really powerful way of maximising the benefit. Far too many courses are put on bookshelves and forgotten once they're over. This method helps prevent that effect. In addition to the follow up meetings and calls, there's also a website which helps people to expand their learning in their own time. This is a nice touch that helps the trainers capture delegates' enthusiasm and promote action. Properly used, the web backup is perhaps one of the most important elements of the course. Furthermore, there's on-site personal coaching available. This is likely to be very handy for people who need a little more explanation or a little more application of the concepts they've been introduced to. Having this process formalised is a big advantage, especially for some delegates whose learning style fits this approach. I've seen a lot of courses when delegates flock round the trainers like flies round a cowpat – that's no way to deliver structured training.

One of the great benefits of this programme is that topics are introduced by experts in each individual subject. This isn't a 'do as I say not as I do' course. The speakers are walking the walk as well as talking the talk. In order to bring in such a range of speakers, it's necessary to make it worth their while, and only upselling gives the revenue capacity. So that's the deal. Now you know, and you can take it or leave it. It has to be said that both the range and quality of speakers was really impressive. I'm going to get the most almighty ear-bending from my family for sneaking off to come on Father's Day, but both speakers on Business made it worth it. Each of these men stands among the most inspiring people I've seen for a long time. For me, it wasn't so much about the content they covered, but much more about who they were as people, and the passion and integrity they seemed to bring to their work. Both of them are teaching from real first-hand experience of disastrous failure, from which they've recovered to scale impressive heights of success. One of my favourite expressions in life is 'Failure isn't falling down. Failure is not getting back up again.' These two men show exactly what that means of a personal level. I'd defy anyone to listen to them and say they haven't learned something important.

Despite the upsell niggles, I think this course offers something pretty unique. It's a seminar which offers a property-heavy programme but within the context of a comprehensive review of both your personal approach to wealth and the varied routes to wealth-building that are open to you.

If you feel you're not as focussed, clear and determined as you could be in your investment life, perhaps this will be the ideal course for you.

The training is delivered in the Thistle Victoria. This is very convenient by train and reasonable accessible by car, although you'll be stung for parking on Saturday. No catering is provided in the ticket price other than light snacks.

Try before you buy with a free taster course <http://www.wealth-workout-events.com/>

Written on behalf of Property Auction News by **Andrew Lockley**