

# STEVE BACKLEY OBE ROGER BLACK MBE

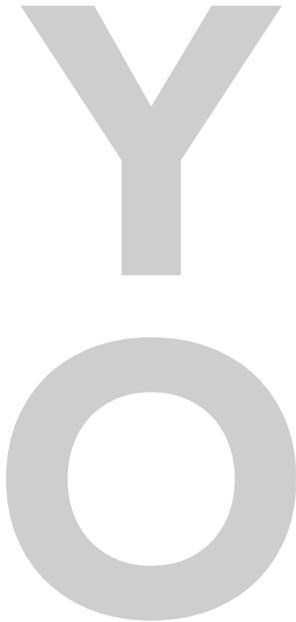


## The Little Book of Property

with

**PERFORM in  
PROPERTY**  
BY STEVE BACKLEY AND ROGER BLACK

# What Does Your Legacy Look Like?



EAT            SLEEP  
LOVE         LAUGH  
LEARN        INVEST  
EXERCISE    MOTIVATE  
HELP OTHERS  
REPEAT

# The Little Book of Property

Your property journey starts here

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## Thank You

Such a simple phrase and one that is so often forgotten or underplayed. None of our successes in any aspect of our lives would have been possible without the unfaltering support of our loved ones and our professional Power Team(s). Although challenging at times, we are grateful for every obstacle and every opportunity that has crossed our path over the years.

We thank Sport for allowing us to express our athletic talent. Our journey has been a privilege. From sport to family, business and now property, we truly hope that The Little Book of Property, created in conjunction with our valued friends and colleagues at Perform in Property™, will inspire you to take action and create your own Legacy through bricks and mortar.

**Steve Backley & Roger Black**



## Why Property?

Both Steve Backley and Roger Black, two of Britain's greatest ever Olympians, changed the world of sport and British history in some way during their professional sporting careers. Such a legacy cannot be fathomed or imagined by most of us, particularly the scope of their achievements at such a young age.

Steve is the first individual GB athlete in history to have medalled at three consecutive Olympic Games from 1992 to 2000. In 1991, Roger and his fellow 4 x 400m team members took a huge gamble that paid off at the World Championships in Tokyo to become world champions. But no success is achieved without taking risks and consistent positive action or developing the occasional feeling of self-doubt.

Some readers might not initially 'get' the direct link between sporting success and property investing. For Steve and Roger, the psychology of winning is both consistent and complementary with success in any guise. Steve and Roger have created a performance model, based on five fundamental key success traits that they have observed in high achievers. Traits that can offer a development model for you as a future property investor.

**FIND YOUR  
PASSION**

**CREATE  
EMPOWERING  
BELIEFS**

**POWER  
THROUGH  
CLARITY**

**SURROUND  
YOURSELF  
WITH TALENT**

**DELIVER YOUR  
MAXIMUM**

The fundamental questions you should be asking yourself before starting out are...

## 1 Have you already found your passion?

Do you really know what and why you are doing what you are doing? If so, do your actions concur with this approach? Does your current lifestyle give you more time and more freedom? If not, property investing can help give you more time and money to choose how you spend your time and with whom. Steve and Roger encourage individuals to take time to establish clear personal and professional values. This is a key starting point in your property investment journey.

## 2 What do you believe is possible?

Steve and Roger are fully versed with the challenges associated with self-limiting beliefs. What we think, we 'become', and as Olympic athletes, failure isn't a mental option. Those 'little voices' in our head are our worst enemy and hold us back. Whether they derive conditioning from our formative years or whether they are self-imposed, you need to start believing that the very impossible IS possible. Perhaps look at triggers and what you believe is truly possible in your lifetime.

### 3 Do you have clarity of what it is you are trying to achieve?

Sometimes, we need to be reminded of this, especially in an ever-changing, fast-moving world. Take a fresh look at where you are and where you want to be. Be honest with yourself and whilst this can be tough, taking a fresh look at both where we are and where we are going can help align efforts. But fear not as you don't need to do this alone.

### 4 Do you have the right people around you?

What might you have overlooked in this regard? Do you have the people with the best skills, knowledge and behaviours to help you reach your dreams? Don't be afraid to part company with the 'red-lighters' in your world if need be (the negative people who might try and bring you down, consciously or sub-consciously).

### 5 What does your 'maximum' look like?

What actions do you need to take to fulfil this? Striving for the next rung on the ladder is key. Small steps in the direction of your ultimate performance will take you there. What can you do to sharpen your saw, to raise your bar and, even in a tiny way, improve what you do?

Every athlete knows that their professional sporting career is finite due to injury or illness and may take them out of their comfort zone and sometimes into a lonely and dark place. Young athletes starting out on their journey may not necessarily think about their professional or financial futures or might entrust such matters with external 'experts'. They may be too focused on the 'now', their training and the importance of 'winning'.

More recently, retired professional athletes have started to open up about life after sport and this is where property and the creation of passive income streams come into play. Most athletes won't think about passive income creation until their sporting careers are coming to an end. Using hindsight as a guide, Steve and Roger want to encourage you to think about your future NOW and ask what your life looks like in five or ten years' time.

The most important message for you, the reader, is that professional sports people are vulnerable, just like you. Lives can be broken or destroyed overnight. And regardless of whether you are a sprinter, a lorry driver, an entrepreneur working 24/7 or a retired teacher, each and every one of you reading this book can find your passion and create your own version of 'financial freedom' through property, on your terms.

## Steve's Property Story



Steve Backley is best known for his sporting prowess, as the first British track and field competitor to have won individual medals at three different Olympic Games. Today, Steve is still passionate about sport but has also transferred his skills from the track to business life. Together with Roger Black, this dynamic partnership created BackleyBlack, a powerhouse of performance knowledge that has taken these two charismatic British Olympians all over the world. Steve and Roger teach corporates and start-ups alike how optimum performance within sport crosses over into life and business, through mindset, mentorship, hard work and teamwork.

What is lesser known about Steve Backley, however, is that he is a passionate property investor, having purchased his first investment property when he was just 19, based on his father's encouragement and wise words.

“ I grew up in ‘Suburban Bexley’, as I call it. My father instilled in me from a young age that ‘bricks and mortar’ was your safest bet when it came to investing, and his words still ring true today. The first house I bought, I purchased in Chislehurst as an investment property as I had started at Loughborough University and didn’t need it as my primary residence, per se. I was 19 years old, the world junior record holder for javelin and thought I knew everything. I didn’t but as someone I know always says, ‘hindsight is a genius.’

This route to a part-time property investing career was fairly unusual as most people buy their first property as a home and then branch out. It wasn’t long before some cracks appeared in my plan. I was completely focused on my athletics career and panicked when interest rates went up. A property that I had paid £107K for, I sold with negative equity, for £97K, when interest rates hit double figures. Had I had the correct training from experts as well as the right mind set and more confidence, I would have kept the property and simply changed my strategy to fit the macro situation. ”

Steve sold this first property to a man whom he coincidentally sat next to at a property auction many years later, when both had advanced in their respective property investing careers. Even at that age, Steve instinctively knew that he needed to find a regular passive income to

support his sporting efforts as one day he would stop throwing a javelin. Steve also recommends each and every one of us to consider a secondary, passive income through property investment.

“ Success is a very personal journey and it isn't for me or anyone else to dictate how much money or how many investments we should each have. What works for my mum and dad, for example, isn't necessarily right for me but the principle remains the same. We all have to dig deep to find out what is right for us, where our passions lie and which life path we want to follow. ”

It took some time for Steve to try again and dip his toe into the property investment pond; it was 10 years later, buying an investment property again in Chislehurst. The reason, he explains, is that he always regretted the mistake of losing confidence first time around 10 years prior. Thereafter, Steve continued to invest, without a set strategy or goal, other than 'Location, Location, Location'. Roll forward to today and Steve has 16 units in his property portfolio based in Sidcup, Chislehurst and Loughborough. This is where the next stage of Steve and Roger's commercial career comes in.

Both parties felt that there was an absolute synergy between successful investing and success in sport and that peak performance in any walk of life is only achievable with the right training, power team and resources.

Perform in Property was launched by Steve and Roger back in 2016, together with Legacy Education Alliance, Inc. (LEA), the world's leading provider of professional and personal development programmes. A new partnership was formed. Since that time, Steve and Roger have been mentored and moved forward as partners in property investment. Within six months, Steve and Roger had sourced and completed five property deals, some as 'baby' property deals for under 100K and others that are slightly more complex. For Steve, this new venture made perfect sense in relation to his property investing career and added:-

“ I have met so many students, mentors, trainers and company personnel from LEA and have been blown away by how friendly and supportive everyone is of one another. As someone who is fuelled by competition and winning, I found the company's family-like nature both refreshing and surprising. I would have imagined that a group full of successful property investors might be 'gung ho' and aggressive but this couldn't have been further from the truth.

Some of the real-life stories I have listened to have both moved and inspired me towards the next part of my property investment career. Trainers share their life's work to help others avoid mistakes that they have made in the past. Where was LEA when I sold my first property? I know that Roger and I have, and will, continue to learn a huge amount from our own training. For me, I

am not particularly motivated by money for the sake of money or having lots of status symbols – I have three Olympic medals, after all! I want to retire in my 50's as financially free and have enough money to enjoy the rest of my days, as well as leave a legacy for my children. Without my dad encouraging me to invest in the early days, I might never have found my passion for property later on. I hope I can be as positive a role model to my daughters as my dad has been to me. ”” added Steve, with a smile.

### Develop your own 'Olympic' Council

“ “ As an individual athlete my 'team' was less obvious. My team in the run-up to the 2004 Olympic final was 13-strong. I had a 'dream team' of medical, technical, tactical, nutritional and physiological people, all of whom I trusted. Each member of the team knew their role and that of each other's within the team. The quality of that team was ultimately the backbone of my success. It was a different team dynamic to that of a rugby pitch or even a relay, but one that exists in many working environments. As a professional property investor, you rely on your team and the win:win mantra as part of YOUR trusted power team. ””

**Steve Backley**

## Roger's Property Story



One could say that Roger Black, who was born in Portsmouth in 1966, started running before he even came into this world. Born 32 minutes before his twin sister, Roger was often one pace ahead of the rest. Growing up in a traditional household, Roger attended grammar school, was a good student and aspired to be a doctor, like his dad. Whilst Roger enjoyed sport as a young lad, he never thought he would build a career out of it. Particularly when he found out, aged just 11, that he had a leaky heart valve, a condition that has stayed with Roger for life. Sport became increasingly important to Roger over the years.

Whilst he never joined a club properly, it was only when he messed up his Maths 'A' Level and took a year off to retake the exam, that he joined an Athletics Club.

The rest, as they so rightly say, is Olympic and Great British History. Roger went on to become the European Junior Champion in 1985, got his grades for Southampton University and pursued a degree in Medicine. After his first term though, Roger realised he wasn't destined to wear a white lab coat and that the white lines of the running track were a'calling.

Roger says of himself that he always gave 100% but wasn't overly competitive. Yet, aged 19, and now as one of Britain's best 400m runners, running became everything. In addition to his heart condition, Roger experienced numerous injuries, but ensured that his mindset was such that he kept going – with the right team around him; positive mental attitude; focus; the best coaches; training partners and a true desire to win.

In 1986, Roger won The Commonwealth Games and European Championships, and with the help of a sponsor, Roger bought his first house, aged 20. Whilst Roger knew he was at the top of his game, he was also more than aware of the fact that injury could stop him running at any point and that his sporting career was finite.

“ Most successful athletes don't get involved in sport for the money. It is usually passion that

is the key driver and financial gain is secondary (although welcomed, of course). As a professional sportsman, I was focused, committed to the track and it was only when I was on the outside that I felt more exposed and vulnerable.

Over the years, I often struggled due to injury and had to downsize my property to cover my medical bills. If I had invested in property way back then, I would have a very different portfolio today. Just because you are a good sportsman, woman or business person, that doesn't automatically mean you will achieve success. The formula relies on more than ability alone and this is where I can help others. ”

One of the highlights of Roger's sporting career culminated at the legendary 1991 World Championships' 4 x 400m relay in Tokyo with fellow team-mates Kriss Akabusi, John Regis and Derek Redmond. These spirited GB runners took a gamble by sending Roger out first. They were up against the dominant USA and knew they had to pull out all the stops if they were to win. And win they did, with the best of British teamwork.

“ The mindset for success is similar, regardless of whether you are a 400 metre runner or whether you are launching a start-up or property investing business. As a professional sportsman I know the price I often had to pay for success – the same is true of anyone who wants to reach and stay at the top of their professional game: you make repeated choices and decisions; you focus 100%

on the end result and rely on a solid backdrop of team players and mentors to drive you forward. I couldn't have achieved what I have done without having the right people around me.

The ability to change a winning formula is actually a winning formula.

I don't believe in change for change's sake; I believe in change for improvement. At the World Championships in 1991 we made a strategic change, not a massive one. We tinkered with the running order. The key was that we made that change around what was, in effect, a very solid foundation. At that moment in time we had four world-class athletes who were ready. That very small change enabled us to go from being excellent to outstanding and champions of the world. Great results start from humble changes, as long as the fundamentals are in place. This belief is as relevant to property investing as it is to sporting success. ” ”

**Roger Black**

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Steve Backley OBE and Roger Black MBE, two of Britain's greatest Olympians, are best-known for their sporting careers within track and field. What is lesser known about Steve and Roger is their passion for property investing that started many years ago – one that has since evolved into the creation of a dedicated property training brand called Perform in Property. But why property, you might ask?

The most important message for you, the reader, is that professional sportspeople, just like you, are vulnerable. Lives can be broken or destroyed overnight. And regardless of whether you are a sprinter, a lorry driver, an entrepreneur working 24/7 or a retired teacher, each and every one of you reading this book can find your passion and create your own version of success through bricks and mortar. By creating passive income streams, you can stop trading time for money and live a life that offers you more choice and freedom, as well as a Legacy for your family. Steve and Roger hope that The Little Book of Property inspires you to take action and join #teampip #joinourteam.

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