

The Purpose Pitch

Find your Holy Grail. Then deliver it in 60 seconds.

“Your purpose is who you are to your core. It is the Holy Grail.”

Elena Cardone — Build An Empire, chapter 1

SECTION A

Your Holy Grail

Make it so big that even on your worst day it pulls you forward.

- 01 The reason you sell real estate that isn't "money"
- 02 The people you're really doing this for
- 03 Your ridiculous, unattainable empire purpose
(reach a million families / fund a foundation / build a 100-agent legacy / ...)
- 04 What you want to be remembered for in this industry
- 05 The 36-month sub-target on the path
(GCI, transactions, team size, market share)
- 06 The 12-month mini-target
- 07 The 90-day target you'll actually hit
- 08 This week's win that proves you're on the path

The Purpose Pitch

Growth Tool 02 / Empire Builder Series

SECTION B

Your 60-second pitch

Eight building blocks. Each block is one sentence. Then assemble.

- 01 The hook — one line, contrarian or unexpected
- 02 The avatar — who you serve (pull from The Agent's List)
- 03 The outcome — what they actually get from working with you
- 04 The arena — your market, niche, or price band
- 05 The proof — one number, one client, one credibility marker
- 06 The why — pulled from your Holy Grail above
- 07 The bridge — how all of this serves the person in front of you
- 08 The CTA — what they should do in the next 24 hours

PITCH SCRIPT / ASSEMBLE THE BLOCKS INTO ONE PARAGRAPH

7-DAY COMMITMENT

In the next 7 days I'll deliver this pitch to live, in front of:
