

SECTION 2: WHY MISSION IS IMPORTANT

"You got to find something that matters more than yourself. Motive does matter. Motive brings energy...how is not as important as why or what. If you have to ask yourself how am I going to do it, most people won't. That's what a leader does. What is the result that I'm going to produce and, more importantly, WHY? IF you get a big enough WHY, you can do anything."

-Tony Robbins

The Trap of Trying to Appeal to Everyone

I often see new agents fall into a common trap. They try to be everything to everyone, afraid to narrow their focus for fear of missing out on potential business. But as Andrew Davis wisely notes, "You can't be everything to everyone, but you can be something to someone." Seth Godin puts it even more bluntly: "Everyone is not your customer."

Think about the last time you were marketed to by someone trying to appeal to everyone. How did that feel? Probably pretty forgettable. As Donald Miller points out in "Building a StoryBrand," when businesses "cast a wide net, they define a blob of desire that is so vague, potential customers can't figure out why they need it in the first place."

Your mission isn't just some fancy statement to put on your website. It's the DNA of your business, influencing everything from your logo to your social media presence, from your bio to the way you interact with clients. It's where your personal "why" meets your business "why" to create something truly authentic and compelling.



Finding Your Why: The Five Whys Technique

Sakichi Toyoda, the founder of Toyota, developed a brilliant technique called "The Five Whys." The concept is simple but powerful: ask yourself "why" five times to get to the root of any issue. Let me show you how this works in real estate:

Personal Why Example: "I want to be a real estate agent." Why? "I want to make money." Why? "I want to grow my personal wealth." Why? "I want my family to be comfortable." Why? "I want my kids to be able to succeed." Why? "Because I love my kids more than anything."

See how we went from "selling houses" to "loving my kids" in five steps? That's your real motivation – and it's much more powerful than just wanting to make commissions.

Here's another example from a business perspective: "I want to be a real estate agent." Why? "I love houses." Why? "Houses are important to families." Why? "Strong families are important." Why? "Strong families teach kids how to be better people." Why? "That's how we make the world a better place."

Your mission should be so deeply ingrained that if I woke you up at 3 AM and asked about it, you could recite it without hesitation. It's not just something you write – it's something

Exercise: Write out your five whys:

- 1.
- 2.
- 3.
- 4.
- 5.

Building Your Golden Bridge

Jason Hall, founder of DoorGrow, introduced me to a concept that changed how I think about mission statements. He calls it the "Golden Bridge." Imagine your why as one pillar of a bridge and your potential client's why as the other pillar. Your mission and what you do form the bridge between them.



According to Jason, too many mission statements fail because they're too long, too fake, or too forgettable. A good mission statement should pass these tests:

- Do you know it by heart?
- Do you love it?
- Does it excite your team and family?
- Do you tell it to others?
- Does it inspire people?
- Does it drive your business forward?

Jason says, to create your mission statement, answer these four simple questions:

1. Who do I want to help?
2. How will I help them?
3. What change do I want to make?
4. How will I know I'm successful?

HOW TO WRITE A MISSION STATEMENT

1. I want to help...

3. The change I want to make...

2. I will help them by...

4. I know that I am successful when...

The Gold Bridge Script

After discussing how to create your mission statement, let's look at how to actually use it in conversations with potential clients. Jason Hall's Golden Bridge concept isn't just about having a mission - it's about communicating it in a way that connects with others. He developed a simple conversational framework that helps you build that bridge between your why and theirs. Instead of launching into a sales pitch, this approach focuses on finding genuine connection points between your mission and what matters to your potential client. Here's how the conversation flows:

- Tell me about yourself - Listen closely for their why
- Cool...Do you mind if I tell you about myself?
- My personal why is...try to align with the lead's personal why when possible
- That informs how I run my business...
- This is how I do it...
- This is what I do...
- It seems like we have a connection

Writing a Mission-Based Bio

Your bio is where your mission comes to life. It's not just a list of accomplishments – it's your story, told in a way that helps potential clients see themselves working with you. Remember those quotes we started with? Your bio is where you demonstrate that you're not trying to be everything to everyone, but rather the perfect agent for your ideal clients.

A powerful bio includes three elements:

1. **Ethos:** Your credibility and authority
2. **Pathos:** Emotional connection and relatability
3. **Logos:** Facts and figures that support your expertise

Example Bio Using Ethos, Pathos, and Logos

A top-producing Seattle agent and Certified Luxury Home Marketing Specialist, Sarah Chen has guided over 500 families through successful real estate transactions since 2013. [ETHOS]

Her passion for real estate stems from personal experience – watching her immigrant parents achieve their dream of homeownership inspired her mission to make this dream accessible to all families. [PATHOS]

Sarah's strategic approach delivers results: her listings sell 35% faster than market average, and she maintained a 98% client satisfaction rate while closing \$47M in sales last year. Contact her to experience the power of data-driven representation combined with personalized service. [LOGOS]

Your mission isn't just about you – it's about the value you bring to your clients and community. When you're clear about your mission, everything else in your business becomes clearer too. Your marketing becomes more focused, your client relationships become more meaningful, and your business decisions become easier to make.

Remember, you're not just selling houses. You're helping people achieve their dreams, build their futures, and create their legacies. That's a mission worth getting excited about.

Exercise: Use AI to Write Your Bio

We will discuss the role of AI later in this book. AI content generators can help you create the bio of your dreams by plugging in the right prompt. Use an AI writer such as Claude, ChatGPT, Google Gemini, or Microsoft Co-Pilot. Cut and paste, fill in the blanks and let the AI do the work for you:

I want to write a three-paragraph real estate bio for myself. My name is [name], and I am associated with RE/MAX Town Center in Mill Creek, WA. This is my business mission statement

I want to help...

I will help them by...

The change I want to make is...

I know that I am successful when...

The first paragraph should contain information about my background and credibility. Include the following three points:

- 1.
- 2.
- 3.

The second paragraph should contain personal information about me to establish an emotional connection to the reader. Include the following three points:

- 1.
- 2.
- 3.

The last paragraph should contain facts and figures about me, plus a call to action to call me to help guide the reader in their real estate journey.*

- 1.
- 2.
- 3.

*If you are a new agent, you can skip the facts/figures part and just end with a call to action.



DISCUSSION QUESTIONS

Tony Robbins emphasizes that "motive brings energy." How might understanding your deeper motivations as a real estate agent help you persist through challenging times? Share an example of when having a clear "why" helped you overcome an obstacle.

The text warns against trying to be "everything to everyone." How can narrowing your focus actually help you attract more of your ideal clients? What are the risks of trying to appeal to everyone?

Looking at the Five Whys technique, how does drilling down from surface-level motivations (like "making money") to deeper purposes (like "helping families create legacies") change how you might approach your business?

The Golden Bridge concept suggests connecting your "why" with your client's "why." How might this approach change the typical agent-client conversation compared to jumping straight into a sales pitch?

The text presents three elements of a powerful bio: ethos, pathos, and logos. How do these elements work together to create trust with potential clients? Which element do you think is most critical for new agents versus experienced agents?



MISSION QUIZ

1. According to Tony Robbins, if you get a big enough _____, you can do anything.
2. The technique that asks you to question your motivations five times is called the _____ technique.
3. Your mission isn't just a fancy statement - it's your business's _____.
4. Jason Hall's concept that connects your why with your client's why is called the _____ Bridge.
5. A real estate bio needs to establish your _____ before showcasing results.
6. The common trap for new agents is trying to appeal to _____.
7. Your mission statement should inspire your _____ to take action.
8. A good mission statement should be something you know by _____.
9. The first question in creating your mission statement asks who you want to _____.
10. Real estate success comes from finding your ideal _____ rather than trying to serve everyone.

Words to use to fill in the blanks: heart, DNA, everyone, help, Golden, credibility, WHY, niche, Whys, clients