



Build Your **Purpose-Driven** Real Estate Brand - Worksheet

This worksheet is designed to help you reflect on what matters most to you and how you can turn your passion into a powerful part of your real estate business. It's your starting point to stand out, build loyalty, and connect with clients on a deeper level.

1. Find Your Passion

What lights you up outside of real estate?

Think about hobbies, causes, communities, or experiences that matter deeply to you.

2. Align It With Your Brand

How could you tie this passion into your brand?

- What message could you share?
- What type of clients would relate?

3. Start Small, Show Up

One action I could take this month to show up for this cause:

One way I could document or share that action with my audience:

4. Create Meaningful Content

What kind of post, story, or video could I create to reflect this part of my life?

5. Build Community Connections

List 1–2 local businesses, charities, organizations, or events I could partner with:

6. Design a Signature Touch

What could be my unique ‘thing’ clients remember?

- Ex: a custom closing gift, event, newsletter feature, branded swag

7. Commit to Consistency

How often can I realistically show up for this cause and create content around it?

Ex: monthly blog post, bi-weekly story, quarterly event (make it realistic, then build from it)

Final Reflection

What’s my version of the “rescue dog” story?

What do I want people to feel, remember, or say when they think of working with me?

Share: One takeaway from this worksheet with someone at the seminar, or tag us @davesells.ca or any of our socials so we can cheer you on!
