



THE EMPIRE BUILDER BLUEPRINT

THE FOURTH
GENERATION FORMULA



KABLE RECORD

THE EMPIRE BUILDER BLUEPRINT

From Chapter 7: Build Bigger Than Yourself

“Stop building jobs that die with you. Start building empires that outlast you.”

— The Fourth Generation Formula

PURPOSE

Most people build businesses that collapse when they stop showing up.

Builders design empires that create opportunity for generations.

Use this blueprint to evaluate what you’re truly building—and what must change to build bigger than yourself.

THE BUILDER’S ASSESSMENT

You’re Building a Job If ...	You’re Building an Empire If ...
Revenue stops when you stop working	You hire and mentor people smarter than you
You’re the smartest person in every room	When things fall apart, do you ask “Why me?” or “What is this teaching me?” Your identity is refined in discomfort.
Your kids will inherit assets but not opportunity	Your kids inherit capability and ownership pathways
You solve your own problems	You solve problems millions face

Your death would end the business	Your death would fund and fuel growth (life-insurance → expansion)
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Empire Indicators Checked: _____ / 5

THE OPPORTUNITY MULTIPLIER FRAMEWORK

Level	Focus	Serves	Example	Value
1. Solve Your Own Problem	Internal solution that saves you time	One person (you)	You build a tool for your quotes	\$X
2. Solve Your Industry's Problem	Sell that solution to your peers	Thousands	You turn that tool into a subscription for contractors	$\$X \times 1,000$
3. Solve a Universal Problem	Scale to serve the world through systems	Millions	Every service business uses your platform	$\$X \times 1,000,000$

Which level are you building at? _____

THE EMPIRE BUILDING CHECKLIST

Phase 1: Foundation (Years 1–3)

- ☐ Solve a problem that pisses you off
- ☐ Validate with 100 paying customers

- ☐ Document every process
- ☐ Hire your replacement for daily tasks

Phase 2: Expansion (Years 3–7)

- ☐ Build systems that run without you
- ☐ Create opportunity for others
- ☐ Develop leaders, not just workers
- ☐ Test your absence (leave for 30 days)

Phase 3: Transfer Prep (Years 7+)

- ☐ Get successors working in the business
- ☐ Teach the WHY, not just the WHAT
- ☐ Help them build their own profit centers
- ☐ Guide them to build their own teams

THE EMPIRE BUILDING CHECKLIST

My Problem to Solve: _____

Who Else Has This Problem: _____

My Unique Solution: _____

Opportunity Creation:

- For my kids: _____
- For employees: _____
- For customers: _____

Success Metrics:

- Revenue without me: \$_____
- People employed: _____
- Problems solved daily: _____

THE EMPIRE BUILDER'S CHALLENGE

For the next 30 days:

- Automate one process you still do manually.
- Train someone to own a task you normally control.
- Document one system others can run without you.

Declaration:

"I am building something that outlasts me."

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