

PACKHORSE & CO PRESENTS

PURPOSE REQUIRES ELIMINATION

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A SHORT GUIDE TO HELP YOU AWAKEN WHAT'S
ALREADY IN YOU... YOUR LIFE'S PURPOSE

Introduction

The Weight of What Others Think

You know that feeling, don't you?

That restless energy that keeps you awake at 2 AM, whispering about the life you could be living. The dreams that feel so real you can almost touch them, until morning comes and reality crashes back in. You've felt the pull toward something greater, something more aligned with who you really are.

- But then the voices start.
- What will people think?"
- You're too old to start over.
- That's too risky.
- You should be grateful for what you have.

Sometimes these voices come from others. Often, they come from inside your own head.

This book is for you – the person who knows they're meant for more but feels trapped between their current reality and their desired future. You're not alone in this struggle. Every person who has ever made a meaningful change in their life has stood exactly where you're standing now.

The truth is simple, though not easy: ****Purpose Requires Elimination.**

To create the life you want, you must be willing to eliminate what you don't want. This means eliminating limiting beliefs, toxic relationships, energy-draining activities, and yes – sometimes eliminating the comfort of others' approval.

Your purpose is not a luxury. It's not something you pursue "when the time is right" or "when everyone else is okay with it." Your purpose is your responsibility – to yourself and to the world that needs what only you can offer.

This book will show you how to make that elimination process strategic, sustainable, and ultimately liberating.

Chapter 1: The Elimination Process

Purpose Requires Elimination.

These three words contain the secret that separates those who dream from those who live their dreams.

Think of your life as a garden. Right now, that garden contains both flowers and weeds. The flowers represent everything aligned with your purpose – your passions, talents, values, desires and the relationships that support your growth. The weeds represent everything that chokes out your potential – fear, outdated beliefs, energy vampires, and commitments and distractions that no longer serve you.

Here's what most people don't understand: you cannot grow a beautiful garden by only planting more flowers. If you don't eliminate the weeds, they will eventually overtake everything beautiful you're trying to build.

This is why so many people feel stuck. They keep adding more to their lives – more goals, more responsibilities, more commitments – without removing what's holding them back (distractions). They wonder why they feel overwhelmed and why their dreams seem increasingly out of reach.

The Four Categories of Elimination

1. Your Purpose Matters

- Purpose will come in phases don't rush it. Seek the presence of God
- You have the power to change your life and the lives of others
- Never stop learning new things about yourself
- Give yourself a hug and say I'm worthy of my "purpose"

2. Control Your Time

- Eliminate distractions
- Eliminate negative people
- Use your free time to help you learn new information

3 Seek peace and forgive

- Seek peace in all area's of your life

- Forgive yourself for past mishaps
- Forgive those who wronged you (its not for them, its for you)

4. Action and self power

- Take action on the area(s) that mean the most to you
- Eliminate procrastination
- Believe in yourself and your abilities
- Knowledge of self will help you better understand what you really want out of life

The Elimination Mindset

Elimination isn't about becoming harsh or uncaring. It's about becoming intentional. It's about recognizing that your time, energy, and attention are powerful resources that deserve to be invested wisely.

When you eliminate what doesn't serve your purpose, you create space for what does. You free up mental bandwidth for creativity. You free up emotional energy for courage. You free up physical space for new opportunities.

Most importantly, you free yourself from the exhausting task of trying to be who others expect you to be while simultaneously trying to become who you're meant to be.

Chapter 2: Identifying What Drains Your Energy

Before you can eliminate what's holding you back, you need to identify it. This requires honest self-assessment and the courage to acknowledge patterns you might have been avoiding.

Knowledge of self is critical in this phase

Energy drains fall into two categories: obvious drains and hidden drains.

(Obvious Energy Drains)

These are the things you already know are problems:

Toxic Relationships

- People who consistently criticize your dreams
- Those who create drama or crisis
- Individuals who take more than they give
- Anyone who makes you feel small or inadequate

Unfulfilling Work

- Jobs that conflict with your values
- Careers that use none of your strengths
- Work environments that drain your soul leaving you with a headache and stress
- Obligations that leave no time for purpose

(Bad Habits)

- Behaviors that numb you rather than energize you
- Routines that keep you stuck in the past
- Activities that waste your time
- Situations or people that reinforce your old identity

(Hidden Energy Drains)

These are subtler but equally damaging:

(The Need to Justify Your Reasons for Inner Growth)

Every time someone questions your plans and you feel compelled to defend them, you're leaking energy. Your dreams don't need justification – they need action.

(Maintaining Old Versions of Yourself)

Continuing to show up as who you used to be instead of letting the environment experience the new and improved version of self.

(Information Over consumption)

Reading every book, watching every video, taking every course about change without actually changing. Learning becomes procrastination in disguise.

(The Comparison Trap)

Measuring your behind-the-scenes against others' highlight reels. Comparing your beginning to someone else's middle. This steals energy that should fuel your own progress. Appreciate how far you've come yet understand you have a long way to go, this will help you grow and evolve.

(The Energy Audit Exercise)

For one week, track your energy levels throughout each day. Note:

- What activities energize you vs. drain you
- Which people lift you up vs. bring you down (no energy vampires)
- What thoughts inspire action vs. create paralysis
- Which environments support your growth vs. keep you stuck

Write down everything. You might be surprised by what you discover.

(Questions for Reflection:)

1. What takes up the most mental space in your day?
2. What do you complain about most often?
3. What do you dread doing but continue to do anyway?
4. Who do you feel you have to be “different” around?
5. What commitments do you honor out of guilt rather than genuine desire?

Your answers reveal your elimination priorities.

Chapter 3: Don't Let Negative Opinions Stop You

Here's a truth that will set you free: no matter what you do, someone will have an opinion about it.

If you stay where you are, some people will think you're settling. If you make a change, others will think you're "doing too much". If you move slowly, you'll be called lame or corny. If you move quickly, you'll be called crazy.

The critics aren't going anywhere. But you can change your relationship with them.

(Understanding the Source of Criticism)

Most criticism about your life changes comes from one of these places:

(Fear of Abandonment)

When you change, it threatens the dynamic of your relationships. People worry they'll lose you or that you'll judge their choices.

(Projection of Regret)

Your courage to change reminds others of dreams they've abandoned. Your action highlights their inaction, which can trigger defensiveness.

(Genuine Love and Concern)

Sometimes criticism comes from people who truly care about you but can't see past their own fears for your safety and security.

(Control and Manipulation)

Some people benefit from keeping you small or predictable. Your growth threatens their ability to control or manipulate you.

(The Three Types of Critics)

(The Fearful Protector)

But what if it doesn't work out?

"Isn't that risky?"

Maybe you should wait until...

These critics genuinely care about you but are paralyzed by worst-case scenarios. They love you and want to protect you from potential pain.

****Response:**** Thank them for caring, acknowledge the risks, and explain that you've considered them. Share your plan for managing challenges. And how you are committed to your living out your purpose at all cost.

(The Projector)

Must be nice to just chase your dreams.

Some of us have responsibilities.

You're being selfish.

These critics are dealing with their own unfulfilled dreams (insecurities) and using your situation to avoid facing their choices.

(Response:) Don't take it personally. Their criticism is about them, not you. Respond with compassion but don't get pulled into justifying your choices.

(The Controller)

You're making a mistake.

You should listen to me because...

"If you do this, then I'll..."

These critics see your independence as a threat to their influence over you.

Response: Set clear boundaries. You don't owe anyone control over your life decisions.

(The Criticism Immunity System)

1. Pre-Decision Clarity

Before you announce any major change, get crystal clear on your why. When you're solid in your reasoning, external opinions carry less weight.

2. The Broken Record Technique

Have one clear, simple response ready: “I understand your concern, and I’ve made my decision.” Repeat it as needed without elaboration.

3. The Circle of Trust

Identify 3-5 people whose opinions matter to you and whose judgment you trust. Their input is valuable. Everyone else is noise.

4. The 10-10-10 Rule

When facing criticism, ask: “Will this matter in 10 minutes? 10 months? 10 years?” Most criticism fails this test.

5. The Redirect

Instead of defending your choices, redirect the conversation: “I appreciate your concern. How are things going with you?”

Remember: You don’t need everyone to understand your choices. You need the courage to make them anyway. Along with purpose, passion, and desires.

Chapter 4: Eliminating The Negative Voices Within

The harshest critic isn't usually outside – it's the voice in your own head.

Internal resistance is the collection of thoughts, beliefs, and fears that keep you stuck even when external circumstances would allow you to move forward. It's the real enemy of change, and it's far more sophisticated than you might realize.

The Faces of Internal Resistance

(The Perfectionist)

“I need more money and resources.”

“I need to learn more first.”

“What if I make a mistake”

“Timing isn't right”

Perfectionism is fear wearing a mask of excellence. It keeps you preparing instead of doing, planning instead of acting.

(The Catastrophic)

“What's the worst that could happen?”

“I could lose everything.”

“I'm not strong enough to handle failure.”

“What will people think of me”

This voice specializes in worst-case scenarios while ignoring all potential positive outcomes.

(The Impostor)

“Who am I to do this?”

“I'm not qualified enough.”

“People will see right through me.”

Impostor syndrome tells you that you need permission to pursue your purpose – permission you'll never feel you have.

(The Comfort Seeker)

“Maybe things aren’t so bad.”

“Change is hard.”

“I should just be grateful for what I have.”

This voice romanticizes your current situation whenever change becomes a real possibility.

The Internal Resistance Audit

Elimination Strategies for Internal Resistance

1. The Evidence Collection Method

For every limiting belief you identify, actively collect evidence to the contrary. Keep a “proof file” of your capabilities, past successes, and positive feedback.

2. The Worst-Case Scenario Plan

Instead of avoiding your fears, plan for them. What would you actually do if your worst fear came true? Often, you’ll discover you’re more resilient than you think.

3. The Identity Bridge

Don’t try to jump from your old identity to your new one overnight. Create bridge identities. If you want to be a writer, start by being “someone who writes.” If you want to be an entrepreneur, start by being “someone with a side business.”

4. The One Step At a Time Rule

When internal resistance feels overwhelming, commit to doing one task a day of what you planned. Take one small step. Often, starting breaks the resistance spell.

5. The Reframe Practice

Transform your internal narrative:

- “I don’t know how” becomes “I’m learning how”
- “I might fail” becomes “I might succeed”
- “I’m not ready” becomes “I’ll never feel ready”

- “People will judge me” becomes “People who matter will support me”

Building Internal Allies

The Compassionate Observer

Develop the ability to notice your resistance without judgment. “Oh, there’s the perfectionist voice again. That’s interesting.”

The Wise Counselor

What would you tell your best friend if they were facing your situation? Give yourself the same compassionate, encouraging advice.

The Future Self

Imagine yourself five years from now, having made the changes you want. What would that version of you say about your current fears?

Your internal resistance isn’t trying to hurt you – it’s trying to protect you. Thank it for its concern, then gently move forward anyway.

Chapter 5: Creating Your Exit Strategy

Dreaming about change is intoxicating. Actually changing requires a plan.

Your exit strategy is your roadmap from where you are to where you want to be. It's not just about leaving – it's about arriving. It's not just about what you're walking away from – it's about what you're walking toward.

The Three Phases of Change

Phase 1: Preparation (Foundation Building)

This is where you build the foundation for your new life while still maintaining your current one. You're creating options, developing skills, and gathering resources.

Phase 2: Transition (The Bridge)

This is the actual crossing – when you begin actively changing your external circumstances. It's often messy, uncomfortable, and requires the most courage.

Phase 3: Integration (New Normal)

This is when your new life becomes your actual life. The changes feel natural, and you're focused on growth rather than survival.

Designing Your Exit Strategy

Step 1: Define Your Destination

Be specific about what you want to create. Vague goals create vague results.

Instead of: "I want to be happier"

Write: "I want to work in a creative field that uses my writing skills, allows flexible scheduling, and provides enough income to support my family."

Step 2: Assess Your Current Position

Honest inventory time:

- What resources do you have? (skills, money, connections, time)
- What obstacles are real vs. imagined?
- What bridges are already partially built?
- What support systems exist?

Step 3: Identify Non-Negotiables

What absolutely cannot be compromised during your transition?

- Financial responsibilities
- Family obligations

- Health requirements
- Values you won't violate

Step 4: Create Your Timeline

Most people underestimate how long change takes and overestimate what they can do in a short time. Build in buffer time.

Sample timeline:

- Months 1-3: Research, skill building, networking
- Months 4-6: Small experiments, building confidence
- Months 7-12: Gradual transition, reducing old commitments
- Months 13-18: Full commitment to new direction

Remember: A good exit strategy isn't just about leaving your old life – it's about ensuring your new life is sustainable and fulfilling.

Chapter 6: The Art of Letting Go

Letting go is not about giving up. It's about making space.

Letting go means consciously choosing what to release so you can fully embrace what's calling you. It's active, intentional, and sometimes the most loving thing you can do – for yourself and others.

What Strategic Letting Go Looks Like

(Letting Go of Perfectionism)

- Launching before you feel ready
- Accepting “good enough” when you put your all into something
- Learning in public rather than hiding until you're an expert

(Letting Go of Old Stories)

- The story that you're “not the type of person who...”
- The narrative that your past determines your future
- The belief that you need permission to change
- The idea that wanting more is selfish or ungrateful

(Letting Go of Others' Timelines)

- Family expectations about your life path
- Social norms about when things “should” happen
- Pressure to achieve goals by certain ages or time frames
- Comparison to others' progress

(Letting Go of Outcomes)

- The need to control exactly how things unfold
- Attachment to one specific path to your goals
- Requiring guarantees before taking action

- The belief that failure means you should quit

(The Letting Go Process)

(Step 1: Identify What You're Holding Onto)

What are you clutching so tightly that it's preventing you from reaching for what you want?

Common things people struggle to release:

- The approval of people who don't understand their dreams
- Identity as someone who has it all figured out
- Resentment about time they feel they've "wasted"
- Fear of disappointing others

(Step 2: Understand the Cost of Holding On)

What is it costing you to keep holding onto these things?

- Energy that could fuel your growth
- Mental space that could house new possibilities
- Emotional bandwidth that could power your courage and confidence
- Time that could be invested in your future

(Step 3: Practice Small Releases)

Start with low-stakes letting go:

- Clean out your closet and donate clothes that no longer fit your style
- Unsubscribe from emails that don't serve your goals
- Decline invitations and phone calls that drain your energy
- Stop reading news that makes you anxious but doesn't require your action

(Step 4: Ritual Release)

For bigger things you need to let go of, create rituals:

- Write a letter to your old self and burn it
- Have a ceremony to mark the end of one phase and beginning of another
- Create art that represents what you're releasing
- Share your letting go process with someone you trust

(The Guilt of Letting Go)

Letting go often comes with guilt, especially when it involves other people. You might feel guilty about:

- Changing relationships that have worked for years
- Pursuing dreams that take you away from family
- Outgrowing friendships
- Wanting more when others have less

****Remember:**** You cannot live your life to manage other people's emotions. You cannot shrink yourself to make others comfortable. You cannot sacrifice your purpose to maintain others' expectations.

This doesn't mean being cruel or careless with people's feelings. It means being honest about your needs and boundaries while allowing others to have their reactions.

What to Hold Onto

While practicing strategic letting go, don't release everything. Hold onto:

Your Core Values

These guide your decisions and shouldn't change based on circumstances.

Important Relationships

People who love you for who you are becoming, not just who you've been.

Your Why

The deep reason you're making these changes in the first place.

Your Learning

Lessons from your past that inform your future, even if you're changing direction.

Your Compassion

For yourself during the process and for others who may not understand your journey.

The Liberation of Letting Go

When you let go strategically, you discover something wonderful: you're stronger than you thought. You don't need as much external validation as you believed. You're more resilient than your fears suggested.

Each thing you release proves to your nervous system that you can handle change. Each successful letting go builds confidence for the next level of release required.

The goal isn't to become detached from everything. The goal is to become attached to the right things – the people, purposes, and principles that align with who you're becoming rather than who you used to be.

Conclusion

Conclusion: Your Purpose is Waiting

You've reached the end of this book, but you're at the beginning of something much more important: your transformation.

Everything we've discussed – the elimination principle, dealing with critics, overcoming internal resistance, creating exit strategies, building support networks, and strategic letting go – these are not just concepts to understand. They are tools to use.

(Your Purpose Doesn't Wait for Perfect Conditions)

Your purpose isn't waiting for you to have more time, more money, more confidence, or more approval. Your purpose is available to you right now, exactly as you are, with whatever resources you currently have.

The question isn't whether you're ready. The question is whether you're willing.

Willing to eliminate what no longer serves you.

Willing to disappoint some people in order to honor yourself.

Willing to be uncomfortable while you grow.

Willing to trust yourself more than you trust your fears.

(The Ripple Effect of Your Courage)

When you choose to pursue your purpose despite the obstacles, you do more than change your own life. You give others permission to examine their own lives. You model what's possible. You prove that transformation is not reserved for "other people."

Your courage creates ripples. Someone watching you make changes might find the strength to make their own. Someone sees you handling criticism with grace and learns they can too. Someone watches you let go of what doesn't serve you and realizes they can do the same.

(The Time is Now)

Not when you feel ready. Not when others approve. Not when conditions are perfect. Now.

Because here's what I know: if you've read this far, you're already further along than most people. Most people never even consider that change is possible. Most people accept their

current reality as permanent. Most people let the fear of what others might think override the quiet voice of their own calling.

But not you. You picked up this book. You read about elimination and didn't run away. You considered the possibility that your purpose might require you to disappoint some people, and you didn't close the book.

That tells me something important about you: you're ready, even if you don't feel ready.

(Your Next Step)

Before you close this book, commit to one specific action you'll take in the next 48 hours. Not next week, not when you feel more motivated – in the next 48 hours.

It might be:

- Having one difficult conversation you've been avoiding
- Eliminating one commitment that drains your energy
- Taking one small step toward your desired change
- Reaching out to one person who might become part of your support network
- Letting go of one belief that's been holding you back

Write it down. Schedule it. Do it.

(A Final Thought)

Your purpose requires elimination, but it also requires you.

It requires your courage, your commitment, and your willingness to bet on yourself even when the odds seem stacked against you.

The world needs what you have to offer. Not a watered-down, everyone-approved version – the real version. The version that emerges when you eliminate everything that keeps you small and step fully into who you're meant to be.

Your purpose is waiting.

The only question left is: are you ready to answer the call?

Remember: This ebook is just the beginning. Your real education starts when you close this book and begin eliminating everything that stands between you and your purpose.

Go make something beautiful happen.

(About This Book)

This ebook was created as a free gift to honor the courage it takes to consider meaningful change. Share it with anyone who might benefit from its message. The world needs more people living their purpose.

For more resources and support on your transformation journey, connect with our community of change-makers who understand that purpose requires elimination.

Learn more @ www.packhorsecompany.com