

# **“From the Trenches Coaching E-Mail”**

**Date:** January 15, 2023

**From:** Dennis Tubbergen

*Note: You are receiving this “From the Trenches” coaching e-mail because you requested information from my company “Rocket Production Systems” sometime in the recent past. You may remember the “Business Blueprint” book revealing how I produce \$20 million in annuity premium each year while working with clients just 10 hours each week.*

## **“Action Is The Foundational Key To All Success” -Tony Robbins**

I was recently working with a Rocket member who’d sent in a request for my feedback on their business.

This communication was the third communication in an ongoing dialogue that I’d been having via fax with this particular member.

He was a partner in a property and casualty insurance agency that was trying to develop a financial advisory division.

While the strategy has a great deal of potential, I’ve only ever seen 2 members become successful at a high level when making this transition. All other members have been marginally successful at best.

My first bit of advice when talking to this agent was to get a different ‘face’ for the financial advisory business.

This new person could then be promoted as a financial advisory expert rather than an automobile and homeowners’ insurance agent.

This is the exact approach that the 2 successful members took to reach their high success levels.

Any other P/C agent that tried to make this transition has had trouble. The reason for their difficulty was simple when you think about it.

Their P&C insurance customers viewed them as P&C experts not financial advisors. With this perception (remember perception is reality) prospects were not going to come to them with their financial problems.

Anyway, now that you have some context, let me get back to this member. I'd given him a short list of things that HAD to get done to make a successful transition in the time frame that we'd discussed.

Now, 3 communications later, nothing had been done.

My point is this. Successful folks have many differences.

Personalities are different, presentation styles are different, management styles are different, etc. etc. etc.

However, all the successful folks that I know have one thing in common – they take massive amounts of action to achieve their goals.

Period.

That's it.

Massive action is the first big 'secret' to success as the Tony Robbins quote above reaffirms.

A close second is time leveraging.

Being able to leverage your time to allow you to take more action in a shorter amount of time is the second 'secret' to success – you might call it working Smarter, Not Harder®.

Here's my challenge to you for this week.

Put your consultant's hat on and examine your own business.

What can you do to leverage your time to result in more massive action being taken for your benefit?

If you want to make 2024 a banner year, internalize the Revenue Sourcing™ planning system and invest in yourself by participating in the New Retirement Rules class marketing programs.

Reminder for Revenue Sourcing™ licensees: we have a coaching call every Monday. (Sorry, these calls are for Revenue Sourcing™ licensees only. If you'd like to learn more, call the office, 1-866-921-3613)

<u>Date</u>	<u>Call Topic</u>
January 15	Goal Achievement Keys
January 22	Drawdown and the Oldest Sales Formula
January 29	Celebrity Advisor Strategies
February 5	Using IRA Tax Analysis to Acquire Clients
February 12	Lead generation secrets
February 19	Income mapping as a client attractant
February 26	One-to-many selling secrets

*Note: If you are not receiving these emails each week, please notify your Advisor Success Concierge, Becca Devries.*