

“From the Trenches Coaching E-Mail”

Date: January 22, 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.

“A Marketing Lesson from 15 Years Ago- Still Very Relevant”

This past week, I learned of the passing of a long-time financial advisor client who was the epitome of a ‘doer’.

He studied marketing, sought out mentors, and educated himself on advanced planning strategies to increase his average revenue per client. He was the consummate professional and a great family guy.

In honor of this long-time client, I am sharing a piece that I wrote about this gentleman about 15 years ago. The message is more relevant than ever. (I am intentionally omitting this gentleman’s last name.)

As a side note, the piece that I am sharing with you here references “Big Al” who is now a successful financial professional. At that time, he worked with our advisor clients as Chief Marketing Officer.

Recently, Big Al, our Chief Marketing Officer, and member Charles _____ teamed up to put together a very effective marketing campaign to promote one of Charles’ seminars.

I should point out that Charles is a very smart marketer himself and this idea for a campaign was his original idea; it was just tweaked with some help from Al.

This idea, like most ideas, wasn’t new, few ideas are.

It was however a classic demonstration of a marketing principle that I’ve taught for years brilliantly executed. The principle is niching.

It’s usually possible to slice and dice a market to create several sub-markets or niches. Then, when marketing to these niches in language that creates affinity or message to market match, response to a compelling offer will typically increase.

Charles identified an exclusive neighborhood in his market.

He determined through a little research that this neighborhood had 705 homes total and each household had an average net worth of approximately \$3 million. He then brilliantly decided to niche’ a seminar offer to those living in this neighborhood.

After Charles and Big Al conferred, they decided to send a seminar invitation printed on an 8 ½ x 11 piece of nice stock niched to this neighborhood.

In essence, they just added the line, "Exclusively for residents of _____". They then decided to mail the seminar invitation in a bank bag to get attention. (There's another marketing lesson there – never be boring. Grabbers are dramatically underutilized by most members.)

Charles spent around \$5 per piece to get the seminar mailing out to his neighborhood which was roughly a \$3500 expenditure, but his results were absolutely terrific!!

He received reservations for 56 attendees from the 705-piece mailing – a 7.94% attendee response rate. I heard through the grapevine at the office that this huge response created a problem for Charles – his seminar room could only hold 45 people.

I love those kinds of problems.

Here's this week's challenge. Consider the niche's that exist in your market. How can you package an offer to appeal to that niche' and get a marketing result like Charles got?

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 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.