

“From the Trenches Coaching E-Mail”

Date: January 8, 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.

“What You Should Wish For”

As long-time readers of this coaching fax know, I am an avid reader.

And an avid re-reader.

For decades, I’ve read between 3 and 4 books per month.

Never fiction.

Never for entertainment.

Always to learn something that will help me in my business, with time management, and in my decision making.

As we are entering the New Year, I pulled out some of Jim Rohn’s writings.

If you aren’t familiar with Mr. Rohn, he was widely regarded as the top business philosopher of his time. He passes away in 2009 and his memorial service featured many speakers whose names you’ll undoubtedly recognize: Tony Robbins, Les Brown, Brian Tracy, Chris Widener, Denis Waitley, and Darren Hardy.

All the speakers credited Mr. Rohn with being an important influence in their careers.

As a side note, Denis Waitley has a lot of personal significance to me in my business journey. The first self-help recording that I ever purchased was Dr. Waitley’s “Psychology of Winning”. It contained 6 audio cassettes (Google it, if you don’t know what a cassette is). I listened to them over-and-over again with a notepad.

The course created a fire in me in my 20’s that I continue to fuel.

Jim Rohn’s teachings certainly helped to fuel that fire.

I want to share three of these teachings with you in this week’s coaching e-mail in the hope of you embracing them.

The first is: you become the five people you hang around most.

Be sure to understand this. You don’t become like them, you become them.

Now get out a notepad and pen and write down your ‘top five’. Are they all people you want to become?

If no, you've got some work to do.

About two years ago, I once again made some changes in this area.

While I have always enjoyed the challenge of building a business and I have always worked to maintain my physical health, for many years I was a work hard, play hard guy. And I took extreme pride in the fact that I was able to out produce most and play harder than them too.

Two years ago, I got even more serious about physical health, embarking on a weight-training program, nutrition program, and supplementation program under the direction of a personal trainer, a physician with a naturopathic bent and a cardiologist who has proven irrefutably the benefits of a paleo diet and certain types of supplementations.

The results have been life changing. (I'll spare you the details)

As I made this lifestyle change, I evaluated my relationships. One of these relationships was a friend of many years who I would 'blow off steam' with. Never anything crazy, but 18 holes of golf with several adult beverages was a normal day.

No more.

This doesn't fit in with my goal of doing what I do at a very high level for another 19 years.

So, while I'm respectful and still occasionally talk to this person, I no longer seek him out. He's not a good top 5 person for me. That doesn't make him a bad person, but our goals are no longer similar.

Think about your relationships. Which are helping you achieve your goals, and which are hindering you?

Evaluate and make changes.

There are two other Rohn philosophies that have influenced me.

As we are undoubtedly entering a time frame where the economy will get enormously ugly, requiring massive adaptation by financial professionals, I am reminded of Mr. Rohn's sage advice: "Don't wish the economy was better, wish you were better."

The other philosophy, I'm happy to say, I have completely internalized. Mr. Rohn observed: "Poor people have big TV's and rich people have big libraries."

In 2024, I have already scheduled New Retirement Rules classes in February (now close to members), March (commitment needed this week), April, May, June, July, August, September, October, and November. While my cost per class attendee will likely vary significantly throughout the year, because I use the Revenue Sourcing™ planning system with every prospective client, my return on investment will be exceptional.

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 8	How to use the Social Security Maximization Report to Acquire New Clients
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.