

"From the Trenches Coaching E-Mail"

Date: February 12, 2024

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.

"The Power Of Self-Appointment"

I was recently re-reading "No B.S. Business Success Book – The Ultimate No Holds Barred, Kick Butt, Take No Prisoners, Tough and Spirited Guide". The author of this must-read business book is Dan Kennedy, who has been a marketing consultant for me over the years and has spoken at some of my past industry seminars. Dan has been very influential in motivating me to become a serious student of direct-response marketing.

In his book, he discusses self-appointment. It's an extremely valuable lesson.

Self-appointment, at its most fundamental level, is a positioning strategy.

Positioning defined is how you present yourself to a prospective client or customer to ensure the prospective client or customer perceives you in the right way.

Let me give you an example.

In his book, Kennedy points out that he's often approached and asked how he became a professional speaker, and, how someone else could become one as well.

His answer is two words – "be one."

His point is this. If you wait around for others to recognize you and give you permission to be successful, you'll be waiting a long, long time.

Kennedy correctly says that you don't need anyone's permission to be successful.

He shares the example of Jay Leno, host of 'The Tonight Show' who succeeded Johnny Carson. At one time, both Gary Shandling and David Letterman were after the job, and by most accounts, stood a better chance of landing it.

In his book, Kennedy outlines how Leno got the job by appointing himself to it. Leno went out and visited NBC affiliates, buddied up to the station managers, and did free promotional spots for the stations. He operated as the self-appointed ambassador of the network and "The Tonight Show".

By the time Carson retired, Leno was the only potential successor to Carson with the solid support of the NBC affiliates.

Kennedy points out that no one gave Leno permission to do all this – he just did it.

In the seminars and classes that I've ever conducted over the past 20+ years, I am positioned as a nationally recognized financial strategist.

No one anointed me with that title – I just claimed it. Through careful, deliberate, and strategic planning doing a syndicated radio show, authoring 4 best-selling books, doing a television show and doing the interview circuit on local television affiliates to promote my books, I have intentionally created documentation and proof that I am such an expert.

Did anyone give me permission to do this.

Nope.

I appointed myself.

And, as a result of that self-appointment all my clients pursue me – I NEVER chase a client.

If I were to introduce myself to my seminar attendees as a financial services professional or as someone who provides financial products to retirees or a life insurance agent, I would ruin my positioning.

I would sound just like everyone else who wants to sell them a financial product.

That's why I've appointed myself a 'nationally recognized financial strategist'.

The resultant prospect perception is now one that puts me in a much better position to close the prospect on an appointment with me.

Of course, I add to the positioning by letting my prospective clients what the minimum qualifications are to meet with me.

That's another of Kennedy's positioning strategies – **selection instead of selling.**

Here's this week's challenge.

What can you do in your business to improve your positioning with your client's and prospects?

Let me give you the short list for your consideration. What should your policy be on each of these topics if you want to maximize your positioning?

- House Calls
- Charging Fees
- Having Prospects Apply For A Meeting With You
- Client Access To You
- How A Client Contacts You
- How Your Staff Refers To You
- Who You Hire
- How You Conduct Your First Prospect Meeting
- How You Manage The Ongoing Client Relationship

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>
February 12	Lead Generation Secrets
February 19	Income mapping as a client attractant
February 26	One to many selling secrets
March 4	Adding Managed Money to Your Practice
March 11	Tax Strategies to Attract New Clients
March 18	Life Insurance Arbitrage Case Studies
March 25	Charitable Planning Strategies to Attract New Clients
April 1	Life Settlements as a Practice Revenue Source
April 8	Estate Planning Strategies New Clients Will Love
April 15	Split Annuity Strategies
April 22	The Amazing Power of the USP
April 29	Overcoming Objections When Taking an Application