

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

**Date:** February 19, 2023

**From:** Dennis Tubbergen

*Note: You are receiving this “From the Trenches” coaching fax 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.*

I wrote a similar coaching email about one year ago, but the message is even more relevant now. I’ll begin this coaching e-mail the same way as I began the last one>

## **What a crazy effin’ world we live in.**

Seems like everything is upside down and backward.

While political lies have existed for decades (remember Nixon’s “I am not a crook” and Clinton’s “I did not inhale”?), of late the untruths have reached a level that both Nixon and Clinton would seem like refreshingly honest faces.

And, then there is the whole ‘pick your pronoun’ movement and the relatively recent development of men in women’s sports.

Let me make something perfectly clear:

this coaching e-mail is NOT intended to make a political statement nor is it meant to be politically correct or non-offensive; it’s designed to help you make money in today’s crazy economy.

If you’re offended, quit reading.

If you believe differently, God bless you. We won’t agree, but that’s OK.

Here’s why I bring this up: are you capitalizing on today’s craziness and unrest?

In all of today’s craziness lies a marketing opportunity for savvy financial services professionals that is simply unparalleled. Out of the fog of certifiable craziness has emerged a marketing opportunity unlike any that has ever presented itself.

People are actively seeking rational voices amidst the craziness, especially when it comes to their retirement.

Are you taking advantage of it?

Over the last two years, I have written more than \$40 million in annuity business while working with clients just 10 hours each week.

I know that sounds like a lot of business in very little time; and it is.

Truth be told, if it weren't for the craziness of today's world, I would have had to work a lot harder and a lot more to reach the same level of production.

Here's why.

On top of the political and social craziness, there is financial and economic craziness.

Silicon Valley Bank, Signature Bank and Credit Suisse Bank have all needed bailouts over the past two years. As I write this, New York Community Bank may be next.

Mark my words, many more bank failures will follow.

The Federal Reserve, the central bank of the United States after creating more than \$5 trillion out of thin air after COVID increased interest rates ostensibly to get inflation under control.

The result has been an economic slowdown after inflation existing at levels not seen in more than 40 years.

More inflation will follow as the BRICS countries are now actively seeking an alternative to the US Dollar as confirmed by many sources, most recently by Tucker Carlson's interview with Putin.

As the US Government looks to finance and refinance more than \$10 trillion this year, there is little doubt that the Fed will have to once again become the buyer of last resort for US Government debt.

That will further fuel inflation and perhaps further spook markets.

This will likely see more downside in stocks and bonds and another year like 2022 when both asset classes fell in a big way.

Traditional retirement income planning no longer works. The system is broken, and more and more aspiring retirees are waking up to that fact.

Never before have so many investors been looking for a solid solution to their retirement planning fears.

NOW is the time to market annuities if it's done properly.

My Revenue Sourcing™ annuity sales system perfectly addresses the problems facing aspiring retirees. It's allowed me to produce monster levels of annuity premium while working VERY part-time.

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)

Date	Call Topic
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