

“From the Trenches Coaching E-Mail”

Date: February 26, 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.

“The Secret to Being a Big Winner in the Financial Services Business”

Occasionally, despite laying out every detail of my business strategy for all Rocket Production Systems’ members to see, I’m asked a question. That question is, “What is the one secret to success in the financial services industry?”

The correct answer to this question applies to every business, not just the financial services business. Here it is:

“The difference between big winners, also-rans and utter flops is very rarely intelligence, opportunity, or information; it is implementation.”

I could expand on this and call it daily implementation.

The good news about this ‘secret’ is that a little implementation can yield big results.

Jim Rohn, one of the greatest business philosophers who ever lived, said that success is easy.

He defined easy as something that he could do.

If someone is overweight, there is an easy way to become fit.

You have your macros defined for you; you pay a few bucks to have someone who knows tell you how many grams of protein, fat, and carbohydrates to eat every day and you engage in a workout program for a few hours each week.

It’s a science.

Follow the formula and, you’ll get the desired results.

It’s the same way with business success in our industry.

You don’t need to be a PhD in business to understand that you need to have clients to succeed in our business. Actually, you need to have enough clients.

That means you need to use client attraction systems regularly. I choose to use client attraction systems that are automated and allow me to leverage my time.

At the risk of again stating the obvious, investing in client attraction systems is simply peeing away money if you're not useful and valuable to your prospective clients.

I am reading Arnold Schwarzenegger's book, "Be Useful" presently. While I have some differing opinions from Arnold on certain political causes, the book is terrific.

He makes this point brilliantly using examples from his own life.

While he doesn't come out and say success is easy, he does emphasize the success formula of daily implementation compounds to results that are nothing short of amazing. If you haven't yet read the book, I'd encourage you to pick up a copy.

I designed the "Revenue Sourcing™" planning system to not only be useful for clients but also valuable.

My success can be attributed to implementing automated client attraction systems and implementing the "Revenue Sourcing™" planning system systematically in my business according to the business plan I've designed.

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 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