

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

**Date: March 11, 2024**

**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 Shoe Leather Trade-Off”**

I was recently having a conversation with a colleague who is a ‘doer’ in every sense of the word. He’s a ‘take no prisoners’, to hell with the excuses, and get it done kind of guy.

We were chatting about my coaching email of last week which I titled, “You Can’t Reason with Delusional”. In case you missed it, the point was you can provide someone with every tool possible to get the job done, but if they decide not to pick up the tool and use it, they are destined to fail.

I just finished Arnold Schwarzenegger’s new book “Be Useful”. I’d recommend it again.

In the book, he makes the observation that we all have problems and bumps along the way when it comes to business as well as other areas of our lives. He adds that what separates the winners from the losers is the way they react to the circumstances.

Winners take action and try again while losers, for some reason, think they may be able to whine their problem into submission.

When it comes to our industry, the financial services business, or any other professional practice, the biggest challenge facing practitioners is getting more qualified clients/patients/customers.

This problem is easily solved, as long as you have a reasonable marketing budget it’s easy to attract clients automatically.

As I am writing this coaching email, it is 6:30 AM on a Sunday morning. Yesterday, I did my second “New Retirement Rules Class” of the year, which attracted another 7 new client interviews, most of which will become clients.

Added to the 18 new client interviews that I generated from my February class, I now have 25 new client interviews for the year and, conservatively speaking, probably about 15 new clients.

All these prospective clients were automatically attracted to my class using a tested, proven direct mail piece. And yes, there was expense involved. I estimate that I spent about 24,000 to market the two classes. But I am happy to make the investment since my return on investment is terrific.

If you're reading this week's coaching email and you don't have the marketing budget to market a class, what should you do?

You can either whine about not having a marketing budget, or you can take action and put the shoe leather trade off in action.

What do I mean?

If you don't have a marketing budget that you can use to automatically attract clients, you have no choice but to incorporate at least some manual labor into your prospecting, at least until you can generate enough cash flow to put your client attraction on autopilot.

Here is one 'shoe leather' marketing idea that can operate on a 'shoestring' budget (sorry, couldn't resist)

Get a list of people in your area who are age 60 to 62 with household incomes of 60k+, who own their homes, and have investable assets of 300k+. Scrub the list against the Do Not Call Registry to narrow the list down to qualified prospects with phone numbers. On average, 25 percent of households are not on the national Do Not Call Registry list.

I ran such a list for a 20-mile radius from my office and found about 2,200 records. So, what should I do next?

How about I send 50 pre-approach letters per week to this list? That's 44 weeks of activity. Now, let me send them a letter in a fake FedEx envelope via US Mail. These envelopes look like an express mail envelope and are available for about 45 cents apiece.

We can't forget the first rule of marketing, which is to never be boring, so let's add some shredded money to the envelope packaged in a small plastic bag. You can buy an ounce of shredded money (enough for about 20 pre-approach letters) for about 3 dollars.

Now for the letter. Since my target audience is 60 to 62 years of age, let me put together a letter that has a headline something like this:

## **“A Little Mistake that Costs Many Americans Thousands, Even Tens of Thousands of Dollars”**

Then, I'll begin the letter with some 'reason why' copy. Something like, 'as you can see, I've enclosed some genuine shredded US currency with this letter. I've done this for two reasons: one, to get your attention and two, to make the point that many Americans literally throw money away when it comes to collecting Social Security benefits.'

Then, I'd offer a free copy of my Social Security maximization book with a free Social Security maximization study explaining that I do this to demonstrate to people the kind of work that I do. I'd put a two-week deadline on ordering the free Social Security maximization report and offer a phone number to order.

Then, after a week, I'd make a call, or have someone make a call to generate meetings with a phone script that told the prospective client that we get some information from them, personally deliver the book, and then prepare the Social Security maximization report for them.

This marketing activity could be executed for less than 100 bucks per week once you own the list and should generate 3-8 new meetings each week.

As Hannibal said, 'We will either find a way or make one'.

If your marketing budget isn't where you want it to be, it's time to put the shoe leather to work for a while and get yourself where you want to be.

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>
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