

“From the Trenches Coaching E-Mail”

Date: March 18, 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.

“Two Lessons from PT Barnum”

I am reading a book about the business principles employed by the legendary PT Barnum. One hundred and thirty years after his death, he is still a household name. That’s extremely rare for anyone that wasn’t a President.

Interestingly, as a side note, PT Barnum never said, “There’s a sucker born every minute.” Although the saying was attributed to him, it was actually uttered by one of his business competitors.

Barnum was a master at marketing and getting attention. As a result of his marketing prowess, he built two fortunes, having lost the first one.

While there are many marketing lessons to be learned when studying Barnum, I want to share a couple with you.

The first, what you call something is incredibly important.

Barnum discovered an American with dwarfism, Charles Sherwood Stratton, when Stratton was five. As a side note, this was LONG before Barnum co-founded Barnum and Bailey Circus, which still exists today.

Barnum made a deal with Stratton’s father to go into business with him and put together an act featuring the young Stratton. Barnum taught Stratton to dance, sing, tell jokes, and act. Stratton was a natural performer, he just never got taller than 2 feet, 11 inches.

Barnum, understanding how important it was to name something properly, gave Stratton the name of General Tom Thumb.

Under Barnum’s guidance, General Tom Thumb became a wealthy, worldwide celebrity who even bailed out Barnum from Barnum’s financial difficulties, eventually becoming Barnum’s business partner.

Barnum was also a master at getting attention. He used the Feejee mermaid to attract visitors to his museum. It was a creature with the body of a monkey and the tail of a fish that Barnum leased from its owner.

Barnum openly stated one of his business principles, “I believe in attracting the public and then pleasing them.”

There are two important lessons here for financial services professionals.

One, be keenly aware of what you call things; be ever-cognizant of the words that you use. It’s one of the reasons that I use “Managed Risk” to describe what a fixed index annuity does.

I also use the term ‘contract’ instead of ‘policy’. I also use ‘meeting’ rather than ‘appointment’. You get the idea.

Two, when you market, DON’T BE BORING. You have to get attention.

That’s why I mail \$2 bill letters to prospective clients and do radio with special guests.

As many of you know, I also mail prescription bottles, trash cans, round-tuits, and silver platters.

I can’t risk not getting the attention of the qualified prospective clients that I want to attract.

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 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