

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

**Date: March 25, 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.*

## **“Following the Herd Means Failure”**

While some of you reading this week’s coaching e-mail are still working on building a marketing budget to automatically attract affluent prospective clients, some of you should be using automated client attraction strategies but are not.

If you’re working on getting your business to a point that the time invested in prospecting can be replaced by investing in automated client attraction systems, your goal should be to get there as quickly as you possibly can.

To state what should be obvious to ANY financial services professional, you need to get to the point that you can abandon ‘manual labor’ prospecting in any way, shape or form. Manual labor prospecting is akin to hauling drinking water to your house bucket by bucket, by foot, from a stream that’s ½ mile from where you live, and then, boiling the water before you drink it.

It’s extremely time consuming, totally unnecessary, and unbelievably stupid if you have a budget that allows you to have water piped into your home. The reality is there’s a much easier, economical, and radically more effective method to get drinking water with ZERO manual labor.

Prospecting is the same way. Manual labor prospecting, if you have the budget to automate your client acquisition is, in a word, dumb. Like the drinking water analogy, there’s a far easier, vastly more effective, automated method that you can use.

That brings me to my main point for this week. When using automated client attraction methods, identify, in your lead generation, who should respond. This is easily done by incorporating a qualifying phrase into your automated prospecting. Here’s an example, ‘If you have at least \$250,000 invested in an IRA account’, this, just published, free report may reveal to you how to save a minimum of \$50,000 in taxes on your IRA over your lifetime.”

But what do you do when your competition is also using this effective lead generation technique?

This past week, one of my members from Naples, FL, sent me an overnight envelope filled with newspaper ads (most of them full page) promoting seminars produced by financial professionals looking to capitalize on the same high net worth clients. Without a single exception, these ads had (as they should have) qualifying phrases like “if your net worth is over \$3 million, this seminar will show you.”

The reality is that each of these financial marketer's ads looked exactly like the others. In an area of intense competition like the Naples market, marketers find that their cost per seminar attendee goes through the roof, and in some markets, due to these escalating costs, makes marketing some products cost prohibitive.

So how do you fight the competition and win? Since I've been called on to solve this problem for a number of advisors around the country, I've developed a strategy that works extremely well in these circumstances. I call it simply, the "Add a Step" strategy. It sets you apart from your competition and allows you to get killer results even in the most competitive markets. (The Astonishment Marketing™ track was developed on this technique.)

Simply stated, the "Add a Step" strategy adds an offer that's less threatening to your lead generation efforts. **You need to understand that a qualified prospect who has an inkling of interest will respond to a less threatening offer when he has a choice between 2 offers.** If an offer is too strong, it will scare away the prospects who have a marginal level of interest in your topic.

Let me go back to the Naples market to explain. If I had to compete in that market, I'd immediately quit running ads offering attendance at a seminar, I'd still run the ad but use the 'Add a Step' strategy. My lead generation ad would still contain my qualifying line, "if your net worth is in excess of \$3 million" but the offer would change. Instead of offering seminar attendance, I'd offer a free report that would reveal what they'd never hear at a seminar. Then, the free report would offer some teaser information and it'd pitch my seminar. I might also include a recorded message line that would give them some teaser information if they weren't sure if they wanted the free report.

Using this strategy, I'd have 2 huge legs up on my competition. One, my offer will get more responses because it's less threatening and, two, I'd capture the qualified prospect's name and address so I could continue to market to them.

Remember, in all lead generation, the goal is to capture a name of a qualified client and do so automatically. Once the contact information is captured, the real automated marketing can begin.

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  |
|----------|---|
| 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      |