

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

**Date:** March 4, 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.*

## **“You Can’t Reason with Delusional”**

Scotch-swilling comedian Ron White put it this way, “you can’t fix stupid.”

It’s true.

Unfortunately, before I developed a personal operating system that guides my personal and business decisions, I thought I could ‘fix’ anything and anyone for that matter.

I was wrong.

It was not only an expensive financial lesson to learn, it also took time out of my life that I’ll never get back. I have few regrets in my life, but one thing I regret is not learning this lesson sooner.

We have those in our society who think we should house and educate people who enter our country illegally. Others think that men who identify as women should be allowed to participate in women’s sports, and students who identify as cats should be allowed to use a litter box at school (yep, happening in Michigan).

While you’re free to disagree with me, I see all this as delusional. It’s also a waste of time to try to change anyone’s mind about such things. Attempting to reason with a delusional person (Webster’s – that’s a dictionary, in case you’re wondering, defines delusional as having a persistent false psychotic belief) is just throwing gas on an already burning fire.

So, now that my personal operating system prohibits me from wasting time trying to ‘fix’ people, I’m much happier and make a lot more money.

I bring this up this week because many financial professionals are delusional when it comes to their businesses. They think that just because they have the right financial license(s) and some technical knowledge, prospective clients should seek them out.

These same financial professionals reason that they can run a business solely on referrals without the need for a comprehensive marketing program that positions them as a trusted advisor in their market.

That's delusional.

Not only do you need to be valuable (I'd argue indispensable) to prospective clients, you have to utilize marketing systems to attract them. This requires an investment in you and your business.

If you think you can attract a client who will generate \$40,000 or more in revenue for you without adding an immense amount of value to them, you're delusional.

I recently heard from a Rocket member who voiced his opinion that he wasn't going to do seven meetings with a prospective client to put together a plan for them. It was just too much work.

For the record, I didn't respond. I happen to know that this advisor (if you want to use that term to describe him) barely generates \$100,000 annually in gross revenues. I can't control his decisions or his mindset (which is delusional); I can only control my reaction to his ignorance.

I generate well into the seven figures in revenue annually from my part-time practice. I provide commission statements to completely verify my numbers.

If someone earning less chooses to ignore these facts despite the evidence – it's not my job to fix them.

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 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