

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

**Date: April 15, 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.*

## **“Sometimes It Just Feels Good”**

This past week, I had the extreme displeasure of talking to an excuse maker.

If you’re unfamiliar with the term excuse maker, let me define it for you.

You are either an excuse maker or a money maker; the two talents are mutually exclusive, meaning you can do one or the other but not both.

Excuse makers don’t make money, and money makers don’t make excuses.

While I avoid talking to excuse makers at all costs, once in a great while, one sneaks in to my otherwise, well-guarded calendar. When this happens, I get rid of them as quickly as possible.

There ARE excuse makers in the ranks of the Rocket Membership, although not many. They tend to weed themselves out, and I like it that way.

I learned long ago that an excuse maker’s behavior cannot be fixed.

For that reason, I focus on working with money makers only.

There are Rocket members that I will talk to one-on-one because they have proven themselves to be money makers. Not by what they say but by what they do. An easy way to separate money makers from excuse makers is to look at commission statements or tax returns.

Anyway, back to my point.

This excuse maker was complaining about not being able to make as much money as he knew he was worth.

When I asked him what he was doing to market his business, he talked in a circle, mostly mentioning referrals through word-of-mouth advertising.

While he was still talking in circles, I interrupted him and asked him what he had done differently in the past 60-90 days to market his business and attract new clients.

He didn’t have an answer.

That's when I asked him the next question: how can you reasonably expect to get a different business outcome unless you are willing to do something other than what you have been doing.

You're all familiar with the axiom widely credited to Albert Einstein: the definition of insanity is doing the same thing over-and-over again while somehow expecting to get a different outcome.

I shared this axiom with this excuse maker before I excused myself from this painful conversation.

Before I hung up, I offered this advice:

*If you want to make more money but are choosing not to market your business, either with manual labor, a.k.a shoe leather, or by investing in automated marketing systems, you are an excuse maker.*

If you don't have money to market, you need to use manual labor marketing.

But, you have to market.

If you don't, you deserve what you get.

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
April 15	Split Annuity Strategies
April 22	The Amazing Power of the USP
April 29.	Overcoming Objections When Taking an Application
May 6	Tax-Free Life Insurance Sales Strategies
May 13	Estate Planning as a New Client Acquisition Tool
May 20	Life Settlement Case Studies
June 3	IRA Planning to Sell Bonus Annuities
June 10	Five to Six Figure Advanced Planning Case Studies
June 17	RMD Planning to Acquire New Clients
June 24	Five to Six Figure Advanced Planning Case Studies