

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

**Date: April 29, 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.*

## **“Screw Patience, Let’s Go Kill Something”**

For many years, I had a poster on the wall of my office featuring two buzzards sitting on a fence with that caption.

In a move, the poster was misplaced so I’ve recently acquired another which is now being framed to once again be hung in my office in a prominent place.

While I find the poster to be entertaining, it contains a life lesson that’s applicable to many different areas. I find it to be an especially helpful mindset when it comes to goal achievement.

When it comes to goal achievement, there is nothing that beats massive action on a daily basis.

Given that the majority of politicians and academics are promulgating an entitlement mindset, the success mindset of goal setting and massive daily action (yes, I mean hard work) is becoming rarer by the day.

It’s a shame too. We are doing a monster disservice to those in the population who buy into the entitlement belief.

I’ve been around long enough to have seen this evolution.

My grandfather, the first of his family to be born in the United States, was grateful for an opportunity. Given what he heard ‘at the top of the stairs’ as a child, he knew that in most parts of the world, citizens weren’t even entitled to an opportunity, much less an outcome.

As a result, he lived every day, grateful that he had an opportunity to succeed and build a life for himself and his family.

We’ve gone from that mindset to one of being entitled to an outcome.

It’s made many in our society lazy and angry.

I bring this up for a good reason and to make an important point.

In much of the consulting that I do recently, I've found that this entitlement mindset has corrupted the thinking of many financial professionals who could be successful beyond their dreams if they just adopted the 'two vultures' mindset.

It's absolutely mind-blowing to me that most of the financial professionals that I talk with don't even have written goals despite the fact that there are many studies that have concluded that once a goal is written down, they are 95% more likely to be achieved.

If you haven't taken time to write down your goals, do yourself a favor and take this e-mail as a nudge to do so.

Then once you've written down your goals, determine what action steps will be required to achieve them. Then, break down those action steps into daily activities.

Each day, I list the activities that I need to accomplish that day to make my goals a reality. And then, come hell or high water, I make sure I get everything on my list for the day completed.

No excuses. No passes.

Give yourself a pass for one day, and it's easier to do the next time.

Goal setting and goal achievement is a process. It's a process that countless successful people have used throughout history to reach goals that others think they could never reach.

And, the reality is, if they think that, they're right.

There are eight months left in 2024, plenty of time to reach your goals for the year.

Why not change your mindset and just do it?

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>
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