

“From the Trenches Coaching E-Mail”

Date: April 8, 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.

“More Proof Cold-Calling Is Just a Bad Idea?”

I have to confess, while there is a lesson in this week’s coaching e-mail, it also serves the purpose of entertaining me.

Y’all know how I feel about cold calls and using manual labor to find prospective clients. Admittedly, if you don’t have enough cash to invest in marketing and automated client attraction, you may have to incorporate manual labor for a while but it’s at the bottom of the list of prospecting methods that are fun and effective.

I’ve been teaching for years that lead generation makes a lot more sense and is a lot more effective than cold calling and other manual labor prospecting methods. When you lead generate, you write the ‘personal ad’ equivalent of an ad for the type of prospect that you want to talk to and ultimately work with.

Of course, the other obvious benefit of lead generation is that the prospect calls you and asks you for your help – a necessity for proper positioning.

The alternative to lead generation is an ugly, labor-intensive process that requires manual labor and forces you to endure a pile of rejections from potential prospects, which is a truly miserable way to do business.

That’s why the news story that I’m about to share with you really cracked me up when I read about it a few years ago.

“The Smoking Gun” reported that a 76-year-old gent by the name of Philip Winkhof was arrested and charged with sexual battery for going door-to-door, black doctor’s bag in hand, offering women who answered the door a free, preventative breast exam.

According to the Broward County Sheriff’s Office, Mr. Winkhof actually got 2 women to take him up on his ‘free health screening’ offer, one was 38 years old, the other was 33 years old. Police are still investigating whether or not more women were scammed.

Obviously, this old boy lost enough at shuffleboard to make him take up a different and arguably, a more exciting hobby – however, from a marketing standpoint he went about it the wrong way.

He would have enjoyed a much higher 'free screening' success rate had he dropped postcard lead generation ads to the area, making a compelling non-threatening offer and further qualifying his audience.

Had he done that, interested parties would have called him and qualified themselves based upon the screening criteria used in the lead generation piece.

Let this be a lesson to you – finding prospects via cold calls and other 'manual labor' lead generation methods will get you into trouble.

Just ask Phil. ☺

There is one other lesson here, too – it is simply this – perception is reality.

In this story, it was interesting that when a gray-haired man in a white coat carrying a doctor's bag who says he's a doctor shows up on the front porch and offers a free screening, some women will believe him.

They perceive him to be a doctor, so, at least for a short time, he is.

Which leads to a second lesson best isolated through a question: What are you doing in your business to reinforce the way that you want your prospects to perceive you?

If you've not given it a lot of thought, you should. If you've not carefully orchestrated the way that your prospects see you, you should as well.

By the way, do you know where your crazy uncle is?

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 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
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