

“From the Trenches Coaching E-Mail”

Date: May 13, 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.

“Here’s Your Magic Pill”

As the financial industry’s leading marketing and business consultant, I’m often asked what the one single biggest thing is that a financial advisor or insurance agent can do to immediately jump start his or her business.

I call this the search for the ‘magic pill.’

This search exists in every business and in everyone’s personal life as well. We’re all looking for an easy way to accomplish our goals with as little effort as possible.

In the weight loss industry, the product that sells the best is a pill that lets you ‘lose weight while you sleep’. Although the product is probably akin to modern-day snake oil, the promise is what most fat folks are looking for.

If the weight loss product said you had to quit eating so much and exercise, it ain’t gonna sell.

Work, for most folks is out of the question, a magic pill is a much better solution to any problem.

The get rich quick industry has thrived for centuries by selling products and systems that promise a huge payoff with little effort. If you mail x number of letters per week, or buy real estate with no money down and work just 5 hours per week, wealth will be yours.

If the pitch was to work your ass off and fail at half the things that you tried, these products wouldn’t sell.

The reality is that magic pills simply don’t exist, as much as we’d like to think that they do.

Here is your “magic pill” formula:

- 1.) Set realistic goals. If you want to earn a million dollars per year but you've never eclipsed 6-figures, you. Might want to try to get to a hundred thousand before you try a million.
- 2.) Break down your income goal by the month and the week. A million per year sounds like a lot, but broken down to forty-eight weeks, it's about twenty-one thousand per week. If you work five days each week, that's fifty-two hundred per day.
- 3.) Calculate the activity you'll need and the marketing investment you'll need to reach your goals; break it down to a daily goal and then write down your daily activities needed on an index card.
- 4.) Don't stop working until you reach your goals.
- 5.) Revisit your goals weekly and adjust as needed.

This is my process that works very well.

I hit my production goals every time with this system, even during COVID, when my goals had to be rethought and revisited constantly.

Your magic pill is scripted, diligent activity.

Embrace that concept, and you'll enjoy success.

<u>Date</u>	<u>Call Topic</u>
May 13	Estate Planning as a New Client Acquisition Tool
May 20	Life Settlement Case Studies
June 3	NOW: Trust Sales Training
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