

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

**Date:** May 6, 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.*

## **“Three Fundamentals Of Success”**

As I write this week’s coaching e-mail, I do so knowing that few who read it will actually do something about it.

Unfortunately, that’s just the way the world works. Ninety-five percent of the results come from five percent of the population. I do what I do because every once in a while, I get feedback from a member who actually took action and got results. Usually better results than they ever thought possible.

The feeling I get from such communication is priceless.

This week, I’m going to give you ‘bullet point’ style, my three most important success keys.

- The first is setting goals and writing them down. This cannot be a cursory process that has you passing over the goal details, the activity required to reach the goal and the reason you want to reach the goal.

On an annual basis, I spend 15 or 20 hours thinking through my goals and re-prioritizing them. Then, I break down my activities for the month, each week in the month, and each day of the week. My daily goal achievement ‘to do’ list is on an index card that is in front of me the entire day.

Executing your ‘to-do’ list every time, will make a huge impact in the bottom line of your business and income.

- The second fundamental is one that is often talked about, but seldom done. **DELEGATE ALL NON-SALES AND MARKETING ACTIVITIES.**

This is an easy strategy to pay lip service to, but not actually implement. I have a few very bright folks on my staff who haven’t yet fully implemented this, even though I’ve beat them over the head mercilessly with the concept.

When I confront them about it occasionally at a Monday staff meeting, they reply with something like, “yeah, yeah, I know that you’re right, I should be delegating this, but it’s just easier to do it myself.”

In a sense, they’re right. It’s difficult to delegate activities and get results that are as good as they’d be if you did it yourself, but that’s not the point. The point is that when you decide to work, you need to make sure that you’re making the highest and best use of your time.

- The third fundamental is the ‘Art of Time Stacking’.

Time ‘stacking’ is a skill I learned from an early mentor. And, it’s one of the skills that’s made the biggest impact in my business and personal life. Done properly, ‘time stacking’ lets you squeeze a little more productivity juice out of each day you decide to work, leaving you more time to play, if you so choose.

“Time stacking” is working Smarter, Not Harder.

Many ago in my business I decided I was only going to work 3 days each week. As long as I was spending the time I needed to in front of clients, why not just stack the time?

I have now cut that time back to two days per week with clients. My schedule is assembled for **my convenience** rather than the convenience of the client.

Even though it goes against conventional wisdom, there are two reasons time stacking will absolutely get you more business.

First, when clients enter or leave your office and your next meeting is there waiting for you, it adds to the perception that you’re busy and people are lined up to see you.

Second, until you learn to say ‘no’ to some business, you’ll never reach your full business potential. If a client can only see me on Friday for example, they either need to work with someone else, or arrange to see me when I’m available. Saying ‘no’ to some business positions you nicely with clients and prospects.

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>
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