

"From the Trenches Coaching E-Mail"

Date: June 10, 2024

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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.

"Two Success Fundamentals"

This week I'm going to give you two of the fundamentals that I have consistently utilized in my business to create the results that I enjoy.

The first I call 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 years ago, in my business, I decided I was only going to work 2-3 days each week. As long as I was spending 10-15 hours a week or so in front of clients and prospects, helping them with their financial issues, why not stack that time and do it at **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. If your schedule doesn't allow you to stack 2-3 full day's activities currently, then use 2 days, 1 day, or even an afternoon. Fake it 'till you make it is the rule to follow here.

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 on a day that I am scheduled to be in my office. Saying 'no' to some business positions you nicely with clients and prospects.

Finally, 'time stacking' will allow you to maintain control of your business and personal life. It allows you to run your business rather than allowing your business to run you.

The second success fundamental may not sound like a fundamental on the surface, but it is. It's the "F" word - flexibility.

To put this in a nutshell, if what you're doing isn't getting you to where you want to be, be flexible enough to change the game plan, even if it seems radical. You need to know **exactly** what your goals are, design a plan to get there, and then be smart enough to know that you need to change what's not working.

Truth is not everything works. As much success as I've enjoyed and continue to enjoy, I can tell you that not everything I try is going to work. I fail more than I succeed when implementing something new or different. That's just the way it is – it's a fundamental business truth.

I can tell you that my business is constantly evolving, constantly changing, adapting to whatever circumstances may arise, but I never lose sight of what my goals are. I just change how I may get there.

Several years ago, I decided that my business focus would be on gathering assets and closing large life insurance cases. While I've been true to my goals, I have used a few different methods to achieve these goals. Five years ago, remote client acquisition happened accidentally; now, it's evolved into a predictable way to get business.

How about you?

How is what you're doing to build your business working?

Are you where you wanted to be at this point in the year? Or is it time to shake up your game plan and do something radical?

I'm reminded of the old Zig Ziglar saying, "The definition of insanity is doing the same thing over and over again and yet somehow expecting a different result."

Date	Call Topic
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
July 1	Zero tax cost and low tax cost Roth conversion sales strategies
July 8	How to Assemble an Income Model that Sells a Large Fixed Index Annuity
July 15	Using Current Headlines to Lead Generate
July 22	Initial Client Interviews Do's and Do Not's
July 29	Seminars vs. Webinars vs. Classes – When to Use Them
August 5	Precious Metals Sales Strategies
August 12	Case Study: Combining Income and Charitable Strategies
August 19	Killer Telephone Strategies
August 26	Asset Protection Planning

