

“From the Trenches Coaching E-Mail”

Date: June 17, 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.

“Why Do You Rob Banks?”

When infamous bank robber, Willie Sutton, was asked why he robbed banks, his answer was simply, “Because that’s where the money is.”

Other than being illegal, it’s not a bad business plan.

In fact, it’s a hell of a lot better than some plans heard from financial advisors and insurance agents, who have **no** economic reason to do some of the things that they do.

I’ve talked to agents who could close 75% of the folks that they put themselves in front of and found that these same folks are doing all of their own case preparation.

That’s just stupid.

That IS NOT where the money is. You can teach someone to do case preparation but teaching someone to close at a rate of 75% is a whole lot more difficult.

On an even dumber note, I know of advisors and agents who do their own filing, answer their own phone, take care of client service, and type their own letters.

That’s not where the money is either.

As we kick off the second half of 2024, here’s my challenge to you - adopt a Willie Sutton mindset - go where the money is.

In our industry, marketing and selling is the equivalent of Willie Sutton robbing banks; it’s where the money is.

And it’s where you need to be.

If you haven't delegated everything except marketing and selling, do it now. It'll be the best thing that you can possibly do for your business.

If you've already started to delegate some of your lower paying business activities, you need to go back and revisit those that you haven't yet delegated and ask yourself what else you can delegate to a staff member to make your time even more valuable as we enter the second half of 2024.

Delegating everything but marketing and selling is an evolutionary process and one that can always be improved.

In your weekly work 'on' your business time, you should make this activity a top priority. It'll be one of the biggest keys to a profitable second half of the year.

<u>Date</u>	<u>Call Topic</u>
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