

## **“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.*

## **“Action Is The Foundational Key To All Success”**

**-Tony Robbins**

I was recently communicating with a Rocket member about his business plan.

The communication was part of an ongoing dialogue that I’d been having via our member services representative with this particular Rocket member. He was a partner in a property and casualty insurance agency that was trying to develop a financial advisory division.

While the strategy has a great deal of potential, I’ve only ever seen two members become mega-successful when making this transition. All other members have been marginally successful at best.

My first bit of advice when talking to this agent was to get a different ‘face’ for the financial advisory business. This new person could then be promoted as a financial advisory expert rather than an automobile and homeowner’s insurance agent.

This is the exact approach that the two successful members took to reach their high success levels.

Any other P/C agent that tried to make this transition has had trouble. The reason for their difficulty was simple when you think about it. Their P&C insurance customers viewed them as P&C experts not financial advisors. With this perception (remember, perception is reality), prospects were not going to come to them with their financial problems.

Anyway, now that you have some context, let me get back to this member. I’d given him a short list of things that HAD to get done to make

a successful transition in the time frame that we'd discussed. Now, three communications later, nothing had been done.

My point is this.

Successful folks have only a few things they do differently from less successful folks. It has nothing to do with personality, presentation style, or management style.

However, all the successful folks that I know have one thing in common – they take **massive** amounts of action to achieve their goals. Period.

That's it.

Massive action is the first big 'secret' to success as the Tony Robbins quote above reaffirms.

A close second is time leveraging. Being able to leverage your time to allow you to take more action in a shorter amount of time is the second 'secret' to success – you might call it working Smarter, Not Harder®.

Here's my challenge to you for this week. Put your consultant's hat on and examine your own business. What can you do to leverage your time to result in more massive action being taken for your benefit?

Date	Call Topic
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