

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

**Date:** July 15, 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.*

## **“No One Ever Went Broke Underestimating the Stupidity of the American Public”**

Not sure who said this for sure, but it is sage business advice.

I think it was the late George Carlin who said, think about how stupid the average American is and then remember, half of them or more stupid than that.

I know this sounds cynical but, it's the harsh truth. There are many examples of this.

Politics is loaded with examples. Bernie Sanders, who claims to be a 'democratic socialist', has a net worth in the millions and he's only ever been a politician making a couple hundred thousand dollars per year at best.

Yet, millions of people buy into his socialist rhetoric and drink the proverbial Kool-Aid despite the fact that the Senator doesn't practice what he preaches.

Still doubting that much of the general population is a couple bubbles off level?

Tune in to a Jerry Springer show re-run if you can stomach it.

Then there is the good ole' US Post Office. I know from first-hand experience that they can find an address one day but one week later return a package addressed to that same address because it is 'undeliverable' or 'no such address'.

Let's face it.

The general population is not getting smarter. Or more ambitious.

I bring this up because those of us who are 'doers' have a tremendous opportunity.

There are still a lot of people out there in this economy with retirement assets who need help.

I bring this up for two reasons.

One, dumb down your marketing and sales communications.

I spend a fair amount of time working with very affluent people with net worth levels into the 8 figures.

I became most successful when I 'dumbed down' or simplified the presentations.

I quit talking about trusts and started talking about buckets that hold assets.

Long ago, I quit talking about accounts and started talking about piles of money.

Take a look at how you market, present and communicate with clients and prospective clients, are you using industry jargon, or are you keeping it simple, really simple?

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