

“From the Trenches Coaching E-Mail”

Date: July 8, 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.

“Ho- Hum, Yawn”

For the record, I do practice what I preach.

Not long ago, I attended a meeting sponsored by ‘advanced planning consultants’ a.k.a. attorneys and accountants. It was held over a 3-day time frame, with the purpose of ‘educating’ attendees on new and cutting edge advanced tax, estate, and insurance strategies.

I’d liken my experience at this meeting to mining for gold in a mine that’s already been mined - there’s a lot of looking but there’s not much finding.

The good news is that, while putting myself in that environment, I identified what may be a powerful new planning strategy. Sometimes attending meetings changes your thought patterns enough to get some great new ideas.

It’s funny to me how the analytical mind works and how most of these so-called ‘high end’ advisors aren’t able to take a strategy and creatively tweak it to have a new and improved strategy.

What was really funny was the session that I attended on how to market your services. Felt like I was at a laundromat convention learning about effectively using the wringer washer. It was a total waste of time and yet in a bit of a sadistic way also entertaining.

After hearing about ‘the 1% solution’ and how to assign a ‘referral homework assignment’ to your new clients, I realized that this kind of ‘home office’ thinking is what enables the rest of us to be so successful.

While marketing and selling are the highest paying activities in our profession, and becoming an expert in both of these areas should be a priority to any financial professional who wants to get to the highest level

of income, marketing and selling has to be done correctly to be effective – something most all the attendees at this conference didn't know how to do.

The good news is, most of our competition is still marketing using the wringer washing machine method of marketing which makes the road for the rest of us a whole lot easier.

Getting committed to becoming a direct marketing machine should be the number one goal for every single one of us.

Oh, by the way, I attempted to have a direct marketing conversation with an attorney attending the meeting who asked what it was that I did.

I might as well have been talking to him in Arabic for all the good it did. He was of the opinion that all he needed to do was become good at what he did from a planning standpoint and business success would follow.

I just smiled as I wondered to myself how much this guy still owed in student loans.

But I learned a long time ago, you can't help someone that doesn't want to be helped.

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