

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

**Date: August 12, 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 \$30+ million in annuity premium each year while working with clients just 10 hours each week.*

Do you sell processes or products?

If you want “in” on the most important production secret of the biggest producers, that’s it.

Million-dollar earners in the financial services business NEVER talk products, they only talk about processes that lead to the desired end-result sought by the client.

This is true whether the financial services professional is ‘talking’ in person, on radio or television, or in print. By the way, if you’re not getting the ‘processes’ message out in every possible media form, you’re missing business.

Let me give you an example.

During one of my work ‘on’ my business times a few months ago, I was considering methods to boost my average income per client. While I want to have more income (doesn’t everyone?), I am already spending all the time in my business that I care to spend.

More time spent in my business is non-negotiable.

If I’m not going to spend more time in my business seeing more clients, then my only other option is to see the same number of clients but make sure they’re more valuable to me.

Since my average revenue per client is more than \$40,000, if I want to make more income, I need to increase my average revenue per client. I do that (as I discussed in last week’s coaching e-mail) by becoming more valuable to a group of prospective clients.

To that end, I made a list of the planning strategies that I know or have developed that generate more average revenue per client than \$40,000.

Then, I pondered the best way to attract clients who could benefit from these strategies. I started to do list research and found that I could get a list of prospective clients who had a net worth of more than \$15 million with at least \$3 million in an IRA or other retirement account – perfect prospects for one of my planning strategies.

I found that I could get another list of high earners aged 50+ in a closely held business or professional practice who earned more than \$500,000 per year.

I then went back to what I already knew worked. I wrote a book on the strategies on my list. I wrote the book outline at the beginning of July and just finished the book last week. It's titled "Winning Strategies: The Definitive Guide to Tax Planning, Legacy Planning, and Wealth Preservation in the Current Economy".

I am now putting together the marketing and the follow up based on the new book and will roll out the marketing just after Labor Day.

The book, to finish my point, is all about processes and outcomes with all the outcomes being achieved via annuity contracts and life insurance programs.

Two lessons here: sell processes and take massive action.

Date	Call Topic
August 12	Case Study: Combining Income and Charitable Strategies
August 19	Killer Telephone Strategies
August 26	Asset Protection Planning
September 9	In Kind Transfers and Madman Follow Up Techniques
September 16	Why Are You Not Yet a Celebrity?
September 23	Adding Managed Money to Your Business Even If the Thought Never Occurred to You
September 30	Farming Made Easy
October 7	Overcoming Annuity Objections
October 14	Success Key: Making Decisions and Managing Them
October 21	Tips From the Vault: Case Studies from Top Producers
October 28	The Best Ideas Are Borrowed