

“From the Trenches Coaching E-Mail”

Date: August 19, 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.

This week, I went back to the archives and found a coaching fax (yep, I used to send these communications to advisors via fax), from 2004 – exactly 20 years ago.

The message is as relevant today as it was then.

Enjoy.

“Dumb Ass Stuff”

Have you seen some of the latest stuff to hit the newswires? It proves beyond any doubt that what I’ve been preaching for the last few years is absolute gospel - you better be interesting, even shocking, in your marketing simply because it’s getting harder and harder to get and keep the attention of prospects.

Just take a look at these actual news stories and ask yourself this simple question - is my marketing this interesting?

3 knife wielding eleven year old boys and 1 ten year old girl tried to hijack a school bus in Pennsylvania, ditch the bus driver, and drive the bus themselves to Vegas. Seems they surrendered when the school bus driver told them to hand over the knife since they forgot gas money.

Peer Larson, age 17, and his father filed a lawsuit in Milwaukee District Court to end summer homework across the state due to the fact that it causes ‘undue stress both at home and at work’. Larson is quoted as saying, “I didn’t have the energy or the time for it.”

Shocked? Don’t be; the judge is hearing the case and the Wisconsin State Attorney General’s office has assigned an attorney to defend the school district. Must be a judge there who didn’t like homework either.

Pearson Education, the company that owns the rights to the Dick and Jane primers, is suing a company that wrote a parody titled “Yiddish With Dick And Jane”. The suit alleges that the book is not a parody at all but rather an unprotected imitation.

The author of the book, which incidentally has sold over 100,000 copies, says it's just an old-fashioned shakedown for money.

As crazy as all that sounds, here's the part that I found amazing- the book puts Dick and Jane in adulthood and has them deal with cheating spouses and their own sexual orientation. Let me repeat - this book sold 100,000 copies!! (And you can't market your business? Paa-Leeze)

An art lover in Seattle died and left his entire estate to his hometown to buy a fountain. But not just any fountain. Here's the actual language in the will: the bequest is for **"designing, constructing and maintaining a fountain or fountains located within the city of Seattle. The fountain(s) shall include one or more unclothed, life-size male figure(s) designed in the classical style, i.e.: realistic,**

Yep, this guy left a million bucks to build a fountain of a life-sized naked man. The article went on to say that the man was single, an only child, and had no immediate family. I think I could have guessed that.

The moral of these stories? If you aren't shockingly interesting in your marketing, you won't get the attention of your prospects.

At the very least you can't be boring.

Upcoming coaching calls for Rocket members:

Date	Call Topic
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