

“From the Trenches Coaching E-Mail”

Date: August 26, 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, once again, 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 here, like the message last week, is as relevant today as it was then.

“Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you.”

-Carl Sandburg

My friend, Dan Kennedy, calls them time vampires. He says that these creatures will suck as much blood out of you as you permit. And, if you're drained at day's end, it's your own fault.

I'm writing this week's coaching fax because, this week, the time vampires got three hours out of me, and as Kennedy correctly noted, it was my own fault. The problem is, as Sandburg observed, we get only so much time to spend and we can determine how we're going to spend it, or we can let others decide for us.

The three hours that got away from me this week were hours that I'd set aside for presentation time. Long ago, I determined that I had to spend a certain number of hours per week making presentations in order to reach my income goals. In order to make this presentation time as productive as possible, I time stack it. I set aside three days per week to make presentations and stack presentations back-to-back.

One of the hours that I set aside this past week was for a joint presentation with another advisor on a case that was almost closed. All we had to do was get the final approval of a third party, which was going to be relatively easy to do, and we'd get the case closed and have a nice payday.

This other advisor was given the responsibility of copying the presentation materials and making sure that they got to the 3rd party prior to our scheduled conference call. This was a relatively easy task, since he had over three weeks to get it done.

Without continuing, I'm sure you know what happened. He somehow mucked it up. With the opportunity to put over \$50,000 in his pocket after this call, he didn't

make absolutely certain that this 3rd party had the materials that he needed prior to the call.

He claims to have mailed it three weeks earlier via US Mail and it must have gotten lost in at the post office. When the 3rd party heard this explanation, he said that it was bullshit; it must have never been sent.

The point is this. Whether it was sent or not is not the issue. The 3rd party's perception is that this advisor, and by default, me, is not competent enough to get three lousy pieces of paper to him in a three-week time frame. He's absolutely right.

I lost an hour of presentation time and the now pissed off 3rd party will now have to be convinced that our strategy is the right thing to do, when the presentation could have been made under very favorable circumstances. I don't blame the 3rd party for being pissed, he lost an hour too.

I want to make 2 points:

One, if someone wastes your time once, it's their fault. If they waste your time twice, it's your fault. This advisor will not waste my time again. I will control the rest of this case, and I won't be in a big hurry to do another one with him since I don't have to.

Two, more cases are lost due to general incompetence and lack of follow through than for any other reason. A simple FEDEX or follow up call would have prevented this entire scenario from unfolding the way that it did. But the advisor did neither. I've got news for this guy. Even if the post office really lost the package, which they probably did, it's still your fault. If you know the post office is incompetent (this is not breaking news), don't use 'em. Taking responsibility for your own time and anticipating other's incompetence are the first steps to mega-success.

| <u>Date</u> | <u>Call Topic</u> |
|--------------|---|
| 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 |