

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

**Date: August 5, 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.*

If you’re a regular reader of this weekly coaching fax, you’ll notice a subtle difference in the introduction above. I changed the \$20+ million in annual annuity production to \$30+ million. That’s based on my production over the past 12 months.

If you’re wondering what I’ve done differently in my business to jumpstart my production by \$10 million, the answer is simple. I’ve become more valuable to my clients.

By the way, based on some preliminary testing that I’m doing, I fully expect my business revenues from personal production to triple in 2025 from 2024.

Why?

Read the answer above- I’m more valuable to my clients this year than I was last year.

I was conducting a training meeting for some financial professionals who are pretty sharp. That said, I was floored at a couple of the questions that I got during the training.

One question was the difference between a client forfeiting Social Security benefits due to earnings level prior to reaching their full retirement age while collecting Social Security and Social Security benefit taxation.

The advisor was not aware that Social Security benefit forfeiture only affects those who are collecting Social Security benefits and earning income prior to reaching their full retirement age as defined by Social Security while taxation of Social Security benefits affects anyone collecting Social Security benefits at any age.

Here’s my point.

If you are putting yourself out there as a financial professional, get the knowledge you need to be valuable to your clients or get the hell out of the business. Frankly, if you’re out there trying to sell annuities without the necessary knowledge to put the sale in proper context and ensure it’s important for the client’s financial objectives, you deserve to struggle and flounder.

I am going to throw out a success key here, knowing full well that most who read it will only read it and take zero action.

I've often commented in staff meetings behind closed doors that we have all the tools and knowledge necessary to become valuable to clients and generate seven plus figure incomes annually, yet most Rocket members never set aside time to review all the information on the site.

I know this is true because of some of the questions that I get on coaching calls.

The content of this week's coaching e-mail may not apply to you. You may already be setting aside time each week to work 'on' your business and add to your beneficial knowledge.

This is a success principle outlined in Napoleon Hill's work, "Think and Grow Rich". It's not a secret; it's a principle that must be embraced to be successful, and yet most who read this 'must-read' book just read it and never take action.

Here is the ultimate 'success secret'.

Set aside time to work on your business every week. Here is my agenda for that time on my calendar each week.

What can I do to attract better clients?

What marketing am I doing that I should do more and what marketing am I doing that I should stop doing?

Who can I reach out to, who is doing better than me, and perhaps get an audience with to learn something from?

What books should I move to the top of my reading list?

Where can I go to find planning strategies that would add value to my clients?

As a side note, I've read three books per week for 30+ years all on the topics of marketing and finance and taxation. While there are other books that might be of interest, I am single-minded in my focus, as is any other successful person.

Date	Call Topic
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
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