

“From the Trenches Coaching E-Mail”

Date: September 16, 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.

HERE IS A COACHING E-MAIL FROM THE ARCHIVES THAT HAS A LOT OF VALIDITY PRESENTLY. ENJOY.

“Shock and Awe ”

I covered this concept on a recent coaching call, but in the interest of making sure everyone ‘gets’ the importance of this concept, I wanted to dedicate a coaching fax to it. The concept is a shock and awe box.

As much as I’d like to take credit for this idea, I can’t. Like most marketing techniques that work well, this concept is an old concept recycled and repackaged to get more mileage out of it.

Many of you remember the ‘Free Road Atlas with Appointment’ marketing campaign that insurance companies used to use to get appointments with prospects.

As flawed as this approach was, this campaign stuck around for a long time because it worked. Before you email me and ask how something that’s flawed could still work, let me answer the question. In most cases, when the Road Atlas with Appointment offer was made, a prospect wasn’t qualified before the offer was made to them – using qualifiers in lead generation pieces is a concept that’s still foreign to most home office types.

This concept was used as recently as calendar year 2000 by a car insurance company that would award you a free atlas for taking a car insurance survey. Today, the concept of a paper road atlas has gone away.

However, the concept of something free with an appointment can still work.

Enter the 'shock and awe' box. Like the name implies the 'shock and awe' box is designed to evoke a 'wow' response in the recipient. Recently, I designed a 'shock and awe' box to be used in a New Mover campaign. I identified a list source that will give me the names of all of the folks just moving into a particular area. These folks get offered a free report about tax savings as a 'New Mover Gift', then the report offers the prospect a 'shock and awe' gift box to be delivered to them at an appointment.

The 'shock and awe' box contains an MP4 player valued at \$199, an electronic Sudoku game valued at \$19.95, and a 30-piece roadside emergency kit valued at \$49.95. I found a wholesale source that would sell me all of these items for a combined total of around \$80.

My appointment conversion rate with a follow-up phone call is almost 50%. Don't miss this point – gift with appointment is very effective. Especially if it's the right gift. I'm currently considering a seminar attendance premium that could totally revolutionize the way that seminars are marketed. Stay tuned.

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