

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

**Date:** September 9, 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.*

### **“The Importance of Building a Database Combined with Value-Based Communications”**

Frustrated doesn't even begin to describe how I felt.

I was recently doing a consulting call with a financial professional who wanted to know first-hand the difference between my business, which has me producing in excess of \$30 million in annuity premium each year, and hundreds of thousands of dollars of life insurance premium plus managed money and precious metals business and his business which produced about \$6 million of annuity business each year.

He was buying annuity leads and making a direct annuity pitch to prospective clients using a two-step approach. He was selling products.

I never sell products; I sell a process that clients pay for, and then those same clients ask me to sell them an annuity. My process is the Revenue Sourcing planning process. If you're a Rocket member, it's the same process that you have access to, perfectly scripted and choreographed, ready for you to plug into.

This advisor had access to the same process but had elected to continue to do business as he always had.

That fact alone should have been enough of a red flag for me not to do a consulting call with him, regardless of how much he was willing to pay me. But, despite the red flag, I ended up speaking with this advisor.

The first thing I told him is that he needed to plug into the Revenue Sourcing process and then plug into the other communication materials that I use with clients and prospective clients.

If you're not familiar with these communication materials, they are:  
-a weekly “Portfolio Watch” newsletter delivered via e-mail

- a monthly "You May Not Know Report" paper and ink newsletter
- a weekly radio show and podcast featuring a guest expert interview and a commentary by me
- a weekly newscast by me titled, "Headline Roundup"
- a monthly special report used for lead generation and referral generation

Every one of my clients and prospects gets all these communications. Over the course of a year, a qualified lead that I generate receives 180 touches from me.

If you're math impaired, that's a touch about every other day on average.

There is a very important and strategic reason for this – there is an old, true cliché that says the difference between lettuce and garbage is timing.

It's true. I want to provide value to prospective clients so that when they are ready to move, I am at the top of their consciousness.

The advisor with whom I was speaking had the same reaction most do – "That's a lot of work. I don't know if I want to do all that."

Despite the proven results, despite being able to systemize all these communications so I can produce them in 14 hours per month, despite the fact that these communications drive my successful business, this advisor doesn't want to work that hard.

Whatever he gets, he deserves.

Date	Call Topic
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