

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

**Date: October 7, 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.*

## **“Some Won’t Ever Get It”**

I had a Rocket member contact my office last week and accuse me of being a super-businessman and super-salesman, concluding that few advisors or agents could get where I’ve gotten without some superior talent level or a ‘success’ gene.

If he only knew.....

Truth is, this advisor was simply allowing himself to make excuses for himself, dismissing his failure as something that was simply not his fault due to some circumstance that was beyond his control.

It’s a very dangerous thought process, yet most in our society allow themselves to fall into it since we’ve been conditioned to believe that most of us are where we are due to our environment and the circumstances that surround us, none of which are our fault.

That’s complete and total bullshit.

As you all should know, we all are where we are because it’s exactly where we want to be and we have decided (either consciously or subconsciously) it’s where we want to be.

No excuses.

Over the years, I’ve grown less tolerant of excuse making, groveling, and the like, although I’ve never been real tolerant of it to begin with anyway.

In every case, where someone is blaming their lack of success on some outside force or influence, there’s one problem – the person in question is simply too lazy to change whatever it is that is hindering them.

I recently saw a t-shirt with the following words printed on it, ‘Hard work will always beat talent, when talent refuses to work.’ It’s true, although I might

paraphrase the t-shirt to read, "Smart work combined with hard work will always beat talent when talent refuses to work."

Yep, the biggest 'failure symptom' that exists today is a lack of motion or action.

Tony Robbins says that the one success trait that all mega-successful folks share is having clearly defined goals and then taking massive action to reach them.

This afternoon, on a Saturday, as I write this coaching e-mail, I've been in my office for 2.5 hours. Before I left the office yesterday, I categorized my priorities for today and made a list of what I was going to do and a deadline minute by minute as to when the activity was going to be done. So far this afternoon, I've written my Portfolio Watch newsletter, updated my money management tracking, written my Headline Roundup PowerPoint presentation (read 15-20 articles to get this done), identified business opportunities in my existing book of business, and written a "What Dennis is Reading" e-mail. (I also checked the very disappointing score of the Tigers playoff game.)

How does that compare with your typical 2.5 hours?

My point is this as abrasive and uncomfortable as it may be to some of you: If you aren't happy with your success level, define what it is you want to happen, lay out a course of action **with deadlines**, and then do it.

By the way, I have 9 more things on my business 'to do' list for the weekend and I plan to get two workouts in.

Will also find a nice big piece of prime rib later at one of my favorite local restaurants.

Nike (at one time) had it right – just do it.

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