

“From the Trenches Coaching E-Mail”

Date: September 30, 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.

Another one from the archives with a very relevant current message.

“Creating Blue Oceans”

Fritz Gearhart recently purchased four copies of the book "Blue Oceans" and distributed them to some of our key staff and gave me a copy as well.

While the book does contain a few "gems" and is well worth reading, it also reinforces some facts about marketing any business that all businesspeople should be reminded of frequently.

While the book makes several good points, the two that I want to discuss this week are points that y'all should keep in mind.

The first point that the book makes, albeit indirectly, is that "facts" perpetuated by so-called "experts" are often proven at a later time not to be factual.

One of the examples given in the book is a business book written in the 80s titled "In Search of Excellence," which profiled many companies that the author considered to be excellent companies. Within five years of the book's publication, 80% of the companies profiled as excellent companies were in financial trouble.

Lesson one: just because an expert or someone perceived as an expert tells you something is true, doesn't mean that it really is. Some of the biggest business successes have come from questioning the veracity of an expert's opinion.

The second point that the book makes is repeated often, and from my experience is extremely valid. The most successful businesses are those that market effectively, and the businesses that market most effectively are those that market to a new market or a niche market.

That, in essence, is the definition of a blue ocean.

As many of you are aware, I set aside time every week to work "on" my business rather than in my business -- you should do the same. One of the most profitable things that I can do during this time is look for new Blue Ocean markets. I do this by looking at how successful marketers and other industries are marketing to the same customers that I want to market to. Being creative and innovative is extremely overrated; it's far easier to identify new Blue Ocean markets by adapting something that already exists and is more successful than it is to create something from scratch.

Here's my challenge to you this week. Immediately set aside time on your calendar each week to work "on" your business. During this time, think about what Blue Ocean markets might exist for your business. Let me give you one example.

I have one member who is considering testing a marketing strategy niched to retired golfers who want to do tax and financial planning. His idea is to sell a three-day luxury golf/tax and financial planning retreat with a money-back guarantee. He envisions group educational sessions in the morning, followed by individual breakout sessions to gather personal financial information, followed by golf at a luxury location each afternoon. The attendees would either leave with a completed financial plan or receive one from the advisor shortly after the retreat concluded. I think it has great potential.

What can you do?

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