

OUR PROMISE TO YOU

**A Student
Experience
Manifesto By**

Dr. Fred Rouse

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Table of Contents

Promise #1.

You Are Our Student 5

Promise #2.

We Know Our Product.....11

Promise #3.

Our Attitude Is Everything15

Promise #4.

We Will Value Your Time.....19

Promise #5.

We Will Listen.....25

Promise #6.

We Will Make It Easier.....29

...4 Promises We Will NEVER Make.....35

Conclusion and Happy Student Stories.....43

Happy Student Stories46

Get to Know Us.....47

Promise #1.

**You Are Our
Student**

**Great student service starts with
our respect for you, our student.**

You expect more.

You are not content with being treated as a mere number or transaction—you want to be seen as an individual with unique needs, wants, and desires.

When we serve you, our student, we know it is extremely important to remember that you are a person and will be treated as such. Every student interaction is an opportunity for us to build a relationship with you and demonstrate our commitment to your satisfaction.

At our core, treating students as individuals instead of transactions means we understand that every person's experience matters.

No two people are the same, so we take

the time to get to know you by asking questions and digging deeper into your individual preferences and interests.

We tailor our services to meet each student's individual needs by offering products or services specifically tailored for you.

Our students are the most integral part of our business, and they come before products or profit. We treat you like you are the center of our world—because you are.

According to Kristin Smaby in *Being Human is Good Business*, “It’s time to consider an entirely different approach: Building human-centric student service through great people and clever technology. So, get to know your students. Humanize them. Humanize yourself. It’s worth it.”

We feel the same way!

Southwest Airlines put this principle into practice in a very memorable way when one of its pilots held back a flight to wait for a student traveling to a funeral. They

put the human before their targets, and that student will never forget it.

According to Forbes, more than 70% of consumers feel frustrated when their experience is impersonal.

That is why...

Our Promise To You:

I will get to know you, your situation and what matters most to you. I care about your desires, wishes, hopes and dreams. You will get to know me as well. My goal is to help you to Get, Protect, and Enjoy Your Money, Life, and Retirement.

Promise #2.

**We Know
Our Product**

**As student service experts, our mission is to go
above and beyond for you.**

We take every opportunity to make you feel valued by investing in learning everything there is to know about our products and services so that you can take full advantage of all their features and benefits.

We take pride in our expansive knowledge of our products. It is essential to serving you. We believe in every product we offer. We can discuss features and use case studies in an insightful way and show you how the product can benefit you — not to mention troubleshoot anything that's not working right!

Our job is to help you get the most out of your purchase and feel like you have gotten true value for your money.

Our goal is to learn everything there is to know about our products so you can have a worry-free experience, knowing we have the most up-to-date and accurate information you need to make your buying decision.

Our Promise To You:

It took me over 10 years and over \$350K to develop, test, and re-test along with close to 40 years in financial services to develop a simple system that will give you the best chance to enjoy your retirement sooner. With you as my Student, I will show you everything you need to get control over your life and your money so you will never "need" to work into your 80s to maintain your lifestyle.

Promise #3.

**Our Attitude Is
Everything**

Your experience with us can often be determined by the words we choose and how those words are delivered.

Your experience with us can often be determined by the words we choose and how those words are delivered.

We make sure to stay positive and project a courteous attitude even during every communication and interaction.

It's easy to misinterpret the tone of written communication, and email or live chat can come across as cold. The brain uses multiple signals to interpret someone else's emotional tone, including body language and facial expression, many of which are absent online.

Don't be surprised if you see us using emojis to convey warmth and good humor. We may pick up the phone if we think a conversation is a better option than email or texting.

Patience is a virtue!

— and it's also one of the most important skills we pride ourselves on. We are often tasked with assisting frustrated students, solving challenging dilemmas and accommodating individual inquiries. Patience isn't always easy, but it's necessary.

Our Promise To You:

I will always treat you with respect for where you are, what you've accomplished, and what you want to do. I will do everything possible to help you master the skills and techniques to get where you want to go for your Ultimate Secure Retirement.

Promise #4.

**We Will Value
Your Time**

One of the biggest factors in our service to you is speed, especially when you are requesting something that's time sensitive.

One of the biggest factors in our service to you is speed, especially when you are requesting something that's time sensitive.

Several years ago, a response time report found that the email response time for the top 100 retail companies was 17 hours. Today, it's not much better, as our own student service study found that the average response time is 12 hours.

Meanwhile, 57% of consumers listed being put on hold as their biggest frustration with telephone student service, according to PR Newswire.

Our key takeaway?

Don't leave students waiting.

Whenever possible, we'll go one step further by creating an environment where you

want to be kept waiting. It sounds counter-intuitive, I know, but hear me out.

Richard Branson knows a thing or two about student service.

In fact, a few years ago, Virgin Atlantic decided to conduct an experiment to make students wait long response times.

No one wants to hear “Your call is important to us” and then be subjected to an hour’s wait. Instead of that message, Virgin experimented with the following:

“Hello, my name is Richard Branson.

I’m the owner of the airline. Now all operators are busy.

Let’s proceed as follows:

After 18 seconds, if no one answers, you will receive a discount of £450.

I’m starting the countdown – 18, 17, 16, 15....”

Instead of the student being annoyed at waiting for more than 30 seconds, the opposite happens. Now the student hopes the operator doesn’t answer!

We are always looking for fast solutions. In fact, according to research firm Forrester,

73% of adults say that the most important thing a company can do to provide them with good online student support is to value their time.

This means our team focuses on efficiency and developing workflows that streamline different functions.

Our Promise To You:

I understand that time is one resource that you can never increase. I will always respect your time. I will be on time for any scheduled call and will make the best use of our time together to answer your questions. Once received, I will always promptly respond to your email requests. If I can't provide a resolution to your situation immediately, I will advise you that I am working on it as I find the answer to your question.

Promise #5.

We Will Listen

**Everyone loves to be listened to.
Sadly, most people don't expect to
be listened to by the businesses they
interact with. But there are happy
exceptions! Listen to this story:**

A three-year-old named Lily Robinson wrote a letter to Sainsbury's, a UK grocery store. She asked why "tiger bread was called tiger bread and not giraffe bread?" Lily was clearly onto something, as the bread really does look like a giraffe print!

In most cases, these types of suggestions are met with a simple "Thank you."

But to Lily's surprise, Chris King, the student service manager of Sainsbury's, responded with, "I think renaming it to giraffe bread is a brilliant idea!" Several months later, the bread was changed to giraffe bread.

40% of students say they want human service. That means we want to feel like more than just a ticket number. We get angry when we are being treated like an incon-

venience, receiving boilerplate responses, or being batted like a tennis ball to different people. Students want to interact with a person—not a company.

Our Promise To You:

What you have to say is important to me. I will always ask for your feedback as we proceed together on the path to your Ultimate Secure Retirement. I will never "staff out" a scheduled call.

Promise #6.

We Will Make It Easier

Even during stable times, we are relentless in the race for efficiency. After all, there are always more students to serve and new avenues of outreach to explore—not to mention an ever-increasing demand for faster and better service!

But it's when circumstances change suddenly that we truly realize how crucial our streamlined student support really is.

Many businesses make excuses: supply chain problems, pandemics, labor shortages, and of course plagues of locusts.

One thing is abundantly clear to us:

Being efficient and effective is not optional.

– it's essential for success.

Fortunately, there are a number of strategies we employ to increase our efficiency and effectiveness in our service to you.

First, it's important to review our goals and objectives regularly. This helps identify the steps needed to reach those goals and objectives, as well as any challenges or obstacles that might stand in our way.

Second, it's important to stay organized by keeping all of our work materials, such as files and documents, in order.

This helps us stay on top of projects and tasks more efficiently. Additionally, it's important to make use of technology to simplify and streamline processes. We utilize the latest software or applications that increase our efficiency and effectiveness.

Third, it's essential for us to focus on time management. We do this by creating a schedule and sticking to it. Additionally, we eliminate distractions such as unnecessary phone calls, emails, or other tasks that don't directly relate to the task at hand. This keeps us focused and we achieve more in less time.

Being efficient and effective is not just a luxury for us, it's essential for success in working with you.

Keeping promises to our students is something we take very seriously. As a business, we strive to be reliable and trustworthy in all of our dealings with you. We do this by setting expectations early on and sticking to them. We make sure that all agreements are followed through and that any issues

that arise are handled swiftly and efficiently.

The importance of delivering on our promises can't be overstated, as it helps build trust between us and our students. When you know you can rely on the services we provide, it makes doing business with us easier for everyone involved. It also means we have a better chance of winning repeat business from happy students who have experienced great service from us before.

We also take feedback from our students seriously and use it to make improvements. We regularly check in with students to ensure you are satisfied with what we are providing. If you have any suggestions for ways we can improve our services, we take that into account. This helps us stay ahead of the competition while also giving an opportunity to show how committed we are to student satisfaction.

At the end of the day, keeping promises is a core principle at our company. We strive to maintain integrity in all of our dealings and make sure that our students always get what they pay for—quality products and exceptional service. That's why I am proud

to be part of a team that puts student care first.

By valuing student relationships and following through with our promises, we will continue to build a successful business that has the trust of its students. That's why I am committed to doing everything in my power to ensure that our students are always happy and satisfied with what they receive from us.

It is my mission—and the mission of this company—to be reliable, dependable, and honest when working with our students. We know that it's essential for your satisfaction, as well as for our own success. While there may be times when things don't go exactly as planned, by sticking to our commitment we can make sure that any mistakes are corrected quickly so that our students remain satisfied and come back again and again.

A student promise is a simple reassurance that a brand will deliver on every student's expectations.

And delivering on our word is one of the simplest ways of earning long-term trust with you.

Making Promises Is a Dangerous Game

Consumers' expectations for products are higher now than they were a decade ago, yet brands are only able to fulfill their expectations 7% of the time, according to Brand Keys.

That's a pretty grim finding if you're in the business world.

Now before you read about what we promise to deliver to you, let me make you...

...4 Promises We Will NEVER Make

PROMISE #1 We Will NEVER Make:

We Will NEVER Set Unrealistic Expectations.

A business that promises the student's product will be delivered overnight (when it can't be sure) or that the student will lose 10 pounds in a week from using its product (that it can't guarantee) will experience disastrous results. This is true not only for the student relationship but also for the company as a whole.

The most common lies told to students are about the delivery timeframe of their purchase and about unexpected costs related to their purchase. We will not make you any promises we can't keep.

PROMISE #2 We Will NEVER Make:

We Will NEVER Let a Student Pressure Us into a “Yes.”

This is basically the flipside of the previous point. Instead of a business trying to sway a student with an unrealistic promise, a student makes an unrealistic request, and the business says “yes” when it should have said “no.”

We only take on projects we know we can deliver on time. We will not be pressured into doing otherwise, no matter how great the temptation.

PROMISE #3 We Will NEVER Make:

We Will NEVER Make a Promise that Relies on the Deliverables of Others

If a promise is broken due to circumstances outside of our control, news flash—it's still a broken promise.

We will always be totally transparent with you. If one of our suppliers misses their delivery date or a developer is running behind on a part of a project, we will own the problem. Instead of waiting for the problem to blow over, we will work tirelessly to find a solution for you.

PROMISE #4 We Will NEVER Make:

We Will NEVER Promise Insane Outcomes. Did you know that Skechers was sued for \$40 million?

Yep. They promised their students that by wearing their sneakers, they would lose weight. Of course, there are so many variables in this scenario (Were they going to visit their students' houses and tell them to eat smaller portions?) that the promise made by Skechers was, in hindsight, insane.

The key message from this lesson: Don't promise crazy. We only promise what we can actually deliver.

The safest way to not break promises with you is to not make them at all. But we don't do business that way.

So without further ado... here are our promises to you.

Our Promise To You:

I will provide the proven, dependable, simple, and easy to use Cash-Machine System that has been producing the same triple digit returns since 2008 regardless of who's in office, what's happening in the stock market or the world.

I will deliver the actionable, precise information needed, and personally work with you as you develop and master the skills so that you can maintain your lifestyle and enjoy your Ultimate Secure Retirement sooner without worrying about the stock market, or "needing" to work into your 80s because you "need" the money.

Conclusion and Happy Student Stories

Student experience is our obsession. We lie awake in the middle of the night, dreaming up ways to delight and astonish you. You may be skeptical, especially since you have probably received horrible service from many other businesses. But we resolve every day to be different. This is our manifesto—a student experience manifesto. Other businesses can hide behind vague assurances. We make promises, and we put them in writing. That's how you know we intend to keep them. And if we ever fall short, we will act promptly to make it up to you.

So far, we've found this to be a winning strategy—and a pleasant way to do business! Here's what a handful of happy students have to say about working with us:

Happy Student Story

I got this heartfelt email from a recent Student:

We first stumbled upon one of Dr. Fred's Facebook ads around 2 1/2 years ago. It was intriguing so I clicked the "like" button hoping it might show up again in the future. We liked Dr. Fred's presentation. He sounded sincere and genuine. At the time there was no way we could invest in his program so we just kept track of his page, hoping one day we could jump in.

We've known for a long time we'd never be able to retire. But Bill's health hasn't been well the last 2 years, so it's gotten really scary. With no savings to speak of, I've worried about what was going to happen to us if Bill could no longer work. I fol-

lowed Dr. Fred long enough that I knew he was the real deal. A genuinely nice guy that for whatever reason enjoyed helping the underdogs realize their dreams.

In 2016 Bill's roofing and siding business was audited. And because he didn't keep good records of his sub-contractors, the IRS made him responsible for all of their unpaid taxes for the last 5 years. Being unable to pay, they forced Bill to close his business, basically stealing his livelihood. In 2017 we lost our home to foreclosure, and we've been renting ever since. Bill turned to the only skill he had left, the hard job of setting tile for a living.

Thinking we'd never be able to retire, Dr. Fred's ads gave us hope again. He gave us our dreams back before we even began the program. We first needed to figure out how we could possibly come up with the money to begin the program. It took us two years but we finally are at the point

that we can invest in this. We know this isn't a get rich over night plan. It's going to require being disciplined and setting time aside every week to study and learn. And it's going to be so worth it.

We are so grateful for Dr. Fred. He's given us our future back. It's actually overwhelming to think of all the options that are now before us. We'd like to move south to a state that has shorter and less severe winters. We'd like to pay for our daughter's weddings. Jenny is graduating from college in May. She's not currently dating anyone but... someday. Amber will be a senior in college in the fall and she's got a special young man in her life who likely is the one. We'd love to be able to pay for a family vacation every year. We'd like to live near our daughters and be a part of our grandchildren's lives. And this sounds so simple, but I'd love to be able to purchase some new clothing every year. We've had to deny ourselves for so long as

any spare money went to providing for our daughters, which we were happy to do, but we'd love to start taking better care of ourselves. And Bill would like to go on an annual fishing trip to Canada with his brother and nephews.

Because of Dr. Fred, we know we will accomplish all these things and more. We were thrilled to speak with him. To us, he's a rock star. And once we get to the other side, we hope we get to meet him and thank him, and his lovely wife, in person. We are so elated to begin this new journey of acquiring new skills and knowledge. We're so excited for the future us. One year from now is going to be so very different. God has helped us get through the last 8 years of trials. It's a miracle we've kept a roof over our heads this long. And now He's lead us to Dr. Fred. We have so much to be grateful for.

Dr. Fred Rouse



Dr. Fred Rouse, aka ‘The REAL Money Doctor’, is a national award winning and 7x best-selling author having written with Jack Canfield, Brian Tracy, Dick Vitale and Lisa

Nichols. He is retired after 40 years in financial services. He is the nation’s leading authority on Short-Window Retirement Planning: Cash-Machine System.

Near the end of the Vietnam War, he served five years in the US Coast Guard running small boats for search-and-rescue. He spent ten years as a Registered Respiratory Therapist (RRT), starting in a small community hospital and ending up at a large inner-city university teaching hospital working the ICU, CCU, Pediatric ICU, Level 1 Trauma, and Level 1 NICU. On the side, he founded a business in financial

services, eventually earning his credentials as a Certified Financial Planner™—which he held for the last 28 of his 40 years in financial services before he retired.

In his early days, Dr. Rouse turned a \$5,000 account into \$2 million dollars in two years. Attempting to double that, he lost it all in six months.

To pay the bills, he went back to nights and weekends as an RRT, while weekdays building his tax and business advisory service by serving select individuals and small businesses with 0-6 employees. Ten years and \$350,000 later, he had researched, developed, tested, and retested a financial system freeing him to retire.

The stock market crash in 2008 failed to dent his system's predictable cash flow results, which consistently outperformed the markets. Two years more and the system was a course for his students—men and women desperately needing predictable cash flow for the option to retire sooner—

or at all. Short Window Retirement Planning is the only system exclusively for the unique needs of people ages 50 and older. Younger people use it to get a jump start on their future.

Now in his retirement, Dr. Rouse wants to help others get, protect, and enjoy their money, life, and retirement. His small program shows others how to enjoy retirement sooner regardless of world events, independent of stock market ups and downs.

Dr. Rouse has been quoted in The Wall Street Journal, FORBES, Newsweek, Inc Magazine, and more. His work has been seen on ABC, NBC, CBS, Fox, CNBC networks and on other TV and cable outlets. Dr Fred, his wife Dr Teri, and their dog Gus-Gus split their time between their home in the Philadelphia suburbs and their shore house on the bay in southern Delaware.

YOU DESERVE A BETTER STUDENT EXPERIENCE

Most student experiences are mediocre at best - and abysmal at worst. We believe you deserve better. That's why I wrote this book; to make plain *Our Promise To You*. It's a promise of student service that's delightful instead of dreadful. surprising instead of snooze-worthy, even fun instead of a flop.

Inside these pages, you'll discover six promises we make to you, with a story to accompany each one, including:

- From Lost Toys to Lasting Memories
- A Tweet You can Eat
- The Building Blocks of Client Service

By the time you're through with this short book, you'll have a smile on your face, plus a newfound confidence that the "happy student" hasn't gone extinct (despite many businesses best efforts). You'll know that you're destined for a great student experience with us, backed up by *Our Promise To You*.



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