

This newsletter is sent exclusively to members of Marlon's MILCER's Club!

Monthly MILCER's Newsletter

MILCER'S NEWSLETTER

This Is Your First Newsletter Issue

Hello and welcome to your first issue of the *Marlon's MILC Membership!*

The word MILC is pronounced just like MILK. But it's spelled differently on purpose.

If you haven't read the accompanying letter that says "Read This First" you'll want to read that before you begin this newsletter issue – or you'll be lost.

In addition, you'll see another piece that says *Marlon's Internet Lifestyle Club Members Manual and Quick Start Package*.

Plus, it elaborates even more on the whole concept behind creating income streams and putting on full or semi auto pilot.

When I first got the concept for our Gold and Silver Membership, I knew it was a sound financial idea. But I wasn't that stoked about it. I didn't see how it was going to be clearly differentiated from ezines, marketing newsletters by other teachers and so forth.

But then a new and exciting vision began to form.

One I would be excited to write about and not the same old, same old. And something that would be of real help to you.

Before we go on, I want you go do something **EXTREMELY IMPORTANT**:

Write down in a place where you can find

it, your income for the past 12 months prior to subscribing to my Inner Circle, that is to MILCER's.

Now, if you've got *the Marketing Dashboard*, you know to use *EZ Noter* for this task. More about this in upcoming issues.

Anyway, the reason I want you to write this down where you can find it is that in 6 months and 1 year, I want to find out how much your income has increased as a result of your MILCER's membership.

That concept is Marlon's Internet Lifestyle Club. As you read in the welcome letter, it has 3 objectives or pillars. In each issue I will usually cover all 3 of the topics that you see written in the sidebar on the left of this page.

The VISION of MILCER's is to spread the MILCER philosophy via study groups and fan clubs to every city, county, province and country that has affordable computer access.

You will have the opportunity and be encouraged to start a MILCER study group in your city or neighborhood with those who are likeminded.

My goal over time is to actually create a system that hooks you up with others in your city – or possibly via teleconferences.

This system will be developed, tested and refined as we move along.

The Big Picture Of Where You're Headed

Here's the big picture: Let's say I ONLY teach you to create income streams through direct response marketing. But each month the money that goes out equals the money that comes in.

Therefore, you put no money in the bank and you don't have a financial future. One day something unexpected comes along and you're what.

You are OUB.

That stands for Out Of Business. Not a good thing. So if all I do is teach you marketing and how to create income via marketing, I do you a vast disservice.

So you may be reading this and thinking, "Marlon, I ALREADY know how to create income streams. I already have a product or service selling successfully. How is being a MILCER going to help me?"

My Question Is, "How Much Each Month Are You Socking Away?"

How much are you keeping out of what you're making? Or is it all getting eaten up by salaries, expenses, cogs (cost of goods sold) and taxes?

If so, then I have a NEW FUTURE FOR YOU – One where each month you sock away money. Because the only way to save money is not to see the money. We'll talk about different ways to do that.

How Much Money Can You Make If Your Health Breaks Down?

Like I said in the introduction letter, one of my friends said, "Marlon, people don't want to hear NOTHING about health, exercise, nutrition. Nothing. They just want you to teach them to make money. That's it."

Well, hang with me if that's how YOU feel. I'm

going to get to the juicy auto-piloted income streams in just a second. But first, let me give you a scenario: You create income streams. You sock away money. But you eat like a pig, look like a pig, feel like a pig and eventually your body breaks down. You have a stroke, heart attack or whatever.

Now where are you? Well, if you have auto-piloted income streams you're better off than before. And you can certainly work hard and fully or partially recover from your stroke or heart attack.

But did you know that once you have a stroke your chances of getting Alzheimer's increases something like 30%? So the time to care about your health is TODAY. And if you're one whose already had a stroke, talk to your doctor about preventative measures you can take to ward off Alzheimers. The very first one is to lower your cholesterol and start exercising vigorously. You don't have to be a doctor to figure that one out.

Taking aspirin is one I've also read a lot about. But again, that's one for your medical doctor and your own research.

The point is, just teaching you income streams is NOT the Internet lifestyle. Not even beginning. I'll guarantee you that if you get Alzheimers you ain't creating more income streams.

Now, if you're under age 30 and reading this, you may think, "I ain't talkin' to you." But little things today make an impact today AND tomorrow.

If you don't eat right and exercise, yeah, it WILL impact your income sooner rather than later. Make no mistake about it.

One More Scenario To Point Out Why The Internet Lifestyle Expands Beyond Income Streams Only

There's one more scenario. Your health is good. Your business is good. But your energy is mostly negative. Negative attracts negative. And eventually it will drag your health or your business down.



So one of the things I'm going to spend time on a lot is keeping your energy positive. It's something I've struggled with over the years because I come from a fear-based background. And you probably do also.

Let's Begin By Talking About The Basis Of All Income Streams And Money

Everything begins with energy. Money is actually energy translated into something that others are willing to exchange value for.

Energy becomes money.

Therefore, it is part of the MILCER's commitment to increase our personal energy reserves by exercising, eating healthy and engaging our minds in positive energy and not getting dragged down into negative energy.

I realize that at first blush, some of you will react *Marlon, come on. Get to the good stuff. Start talking about making money and stuff.*

And that IS the point. I AM.

If you will think this through a little and give me some leeway, I think you'll discover your personal healthy, vitality and energy has MORE to do with making money than you may think on the surface.

A Personal Example of What I'm Doing To Increase My Energy

I contend that what you EAT and how you exercises has IMMEDIATE and very direct impacts on your ability to think, create, and implement your income streams.

For example, recently I packed on a few pounds because I got caught up in things, stopped doing the treadmill as is my habit and messed up my diet. I have less energy than normal which means my money-producing ability has been lowered.

So today is a new day. I've already been to the gym and did some exercises.

I went to the supermarket and stocked up on healthy foods. For example, I bought some of these Myoplex drinks. They have 25 grams of protein and 27 vitamins and minerals. With only 1 gram of sugar, I find them to be very convenient when I get busy and am tempted to eat foods that don't support my energy level.

Like PURE SUGAR.

The problem with candy bars, donuts and pure sugar snacks is they cause an energy crash. You know the feeling. You get the energy buzz and then crash and burn an hour later. Now what happens to your ability to write your money-producing email, sales letter or a chapter in a product?

It's blown to bits.

So I do recommend Myoplex lite or whatever other nutritious drink you prefer. If someone among you wants to moderate the board, I'll be willing to set one up for MILCER's that allows you to discuss nutritional matters, energy, weight loss, diet and exercise with other members. Oh, you can also EXCHANGE HEALTHY RECIPES there.

If you'd like to moderate it, email me at: milcer@amazingformula.com with MILCER in the subject line. I DO have to have someone to moderate this and other boards I want to start because otherwise the spam just kills it for everybody. Even though it will be password protected, some people (our own members no doubt) will not be able to get the greed out of their eyes and think, "Oh boy, this is the perfect chance for me to promote my diet cookies...or whatever."

The thing about this is, you learn best by giving. You benefit most by giving and participating. To the degree our MILCER's are willing to give to each other of their time, energy, ideas and experiences, to that degree we have a TEAM and we all make more money, enjoy life more and get more out of the experience.

Now, another thing I came across at the store is Budget Gourmet Bowls. These things are low fat.



The one I have here is vegetables and white chicken with 9 grams of fat and 370 calories. It's terrific for a meal on the run. Another similar "meal-in-a-bowl" is Gorton's Shrimp Bowl. It has ... get this ... only 2 grams of fat and 320 calories. It's rice with shrimp and veggies in a savory blend of seasonings.

One other word about this:

I used to get sick all the time. It seems like I'd just get well and then get sick again. But after I hired a personal trainer and started working out, all of a sudden I started getting better and getting sick less.

Come to find out, exercise boosts your immune system. And it also releases endorphins in the body that elevate your mood. If you're down or depressed, literally one of the best things you can do is hire a personal trainer who practically forces you to show up and work out regularly.

If any of you have lost weight in the past year and would like to share a short synopsis on how you do it, or if you had let your exercise slack off and you found a way to motivate yourself to get back in the gym, let me hear from you at → milcer@amazingformula.com

I Want To Hear About Your Successful Promotions. It's Your Chance To Be Recognized By Other MILCER's

If you have an email you sent out that made \$2,000 to \$20,000 -- or more, send it to me and give me a little scoop on it that I can share the best with other members for inspiration. The BEST success story wins a free surprise prize and gets recognition in our MILCER's newsletter.

Give me the email you sent, the list you sent it to, how you built the list and how long it took to build it and so forth. Oh, and tell me why you think the email or promotion worked for you. Or if it was a JV, tell me the details on the size of the JV partner's list, how they build a relationship with the list and so forth. Remember, the only way we all benefit is if you share.

The Official Coffee Of The MILCER's Club

I love a good cup of coffee. And you might wonder why I'm talking about coffee in a newsletter about creating income streams at will.

The reason is that coffee IS actually proven to increase your creative production of ideas. When you read your MILCER issues, it's suggested you do it while sipping a nice, piping hot cup of tasty coffee to get those brain endorphins going.

For those of you who don't drink coffee for one reason or another, I apologize for the references I'll make to coffee. Please feel free to substitute the beverage of your choice in place of coffee. But for the purposes of writing this newsletter I have to be true to who I am.

And gosh dog. I'm a coffee lover. And it does give you a reason to wake up in the morning to that incredible aromatic smell. And it DOES increase your production of creative ideas according to an actual study that was conducted.

Now, my favorite coffee is Cubita. It's a Premium Cuban Style Gourmet Coffee available from Cubita.com. It's picked from Ecuadorian beans. And it's the best coffee I've ever tasted.

See, part of the Internet lifestyle is waking up WHEN you want. It's not having to get out of bed in the morning.

My status symbol is NOT the car I drive. It's what I do NOT have in my bedroom. A functional alarm clock.

I've got one but it doesn't work. Don't need it.

And the best part of waking up in the morning is fixing yourself a hot pot of genuinely GREAT coffee. 'Cause one of our MILCER slogans is *life's too short for a bad cup of coffee*. I think I borrowed that from a coffee company.

But it's true!

Now, even though Cubita is the official coffee of the MILCER's, if you have another exotic, great coffee you drink, let me hear about it. Guy's and gals, Maxwell House is NOT an exotic blend.

Come on.

The idea here is small extravagance every morning to remind you that you CAN afford to drink the best darned cup of coffee in the world because YOU, my friend, are living the Internet lifestyle.

Which brings me to the concept of the Internet Lifestyle and where I got it from (or who I borrowed it from).

Some of you know my good friend Jonathan Mizel. He lives in Maui, Hawaii and personifies the Internet marketing lifestyle. I think I probably borrowed the term from him, so I wanted to give him credit and thanks right up front.

Jonathan wrote one of the greatest newsletter issues I've ever read that featured the "fluffy dog" story. And with his permission sometime I'll reprint it in an issue.

And now, the moment you've been waiting for.....

Here's the Good Juicy Stuff You've Been Waiting For About How to Create Income Streams At Will And Put Them On Full Or Partial Auto Pilot

First, as you recall from my Welcome Letter, one of our rules is the clear understanding that anything I talk about that I have done does not mean the average person in the MILCER Club makes substantial income from their activities.

In total, I have 101 Secrets of Creating and Sustaining Income Streams. I'm planning on coming out with a product by that title. So keep it to yourself, will ya? Anyway, creating income streams at will or on demand has 3 simple steps.

You don't need all 100 secrets. I have a formula for you. It isn't the only formula that works. But it is ONE formula that works. And all you really gotta

have is one formula that works. (In the future, I'll give you other money and income stream formulas.)

This particular formula only has 3 steps:

Step One: Find a targeted list

This list has to be people with common needs or wants. The more profitably you can fulfill the want or need, the better the list concept.

ONE OF THE THINGS I'LL BE DOING IN THIS NEWSLETTER IS GIVING YOU EXACT LISTS AND SHOWING YOU HOW TO TURN THOSE INTO INCOME STREAMS.

This is what I do (amongst many other things) that Dan Kennedy and Jay Abraham don't. It's what I do that none of my friends and high profile Internet marketing gurus don't.

I'm going to give you lists. Tell you how many names are available. What they've already bought. Then I'm going to show you how to turn those names into an income stream that keeps coming to you every month.

The list is all important.

Do NOT start with what YOU think is a good idea. You start with the targeting of a market based on homogenous needs and wants. We'll discuss what these are and how to find and target them in future issues.

I feel sorry for NON-MILCERS.

NON-MILCER's screw up from the VERY beginning. Because they aren't MILCER's, they don't know to target the list first.

So later they post a desperate plea in forums for help in "finding their target market" – after they've already created their product, put up their web site and so forth.

MILCER's really have the upper hand in understanding how to avoid monumental screw ups like this. You MILCER's can reach out a helping



hand to those who need a little encouragement to join our Club.

A lot of people just don't believe being a MILCER can really make a difference in their life and business. I can say a lot of things. But most people will be skeptical of what I say. But they **WILL** believe you if you have a relationship with that person. Either customers or an opt-in list you've worked hard to cultivate a relationship with.

Finding a list doesn't have to be hard or complicated. In another issue, I'll give you a list of about all the list sources you'll ever find or need.

Here's an example of how simple it can be: A real estate agent gets a list of renters and sends them a postcard offering a free report on how to buy a new home with nothing down.

There's a list and a lead generator or LeadGen as I call it in the **NEW AMAZING FORMULA** which Gold Milcer's will receive.

How I Created A \$25,000 Income Chunk This Last Year

There are income streams. And then there are what I call INCOME CHUNKS.

I needed some money to pay off some bills I accumulated when I bought a home.

So I took a particular intellectual property asset I own and licensed it to another company for \$25,000. Yet, I only had a few hours of my time in the creation of the asset itself.

So you can create income streams. And you can take the very same asset or intellectual properties, licenses, software, trademarks or patents and license or sub-license them to other companies in exchange for income chunks.

Here's another example:

How One Day Turned Into A Potential \$20,000 Income Chunk

One of my friends is David Frey. I saw that he could buy clicks cheaply on variations of the word "pitbull." So he spent a day at the library and wrote a manual on training for pitbull owners.

He put the whole little system on auto-pilot. It doesn't make a lot each week. But it's a nice additional income stream created via a PPC (pay-per-click) list. And he was offered over a \$20,000 chunk of cash by a list company to sell them the names of the buyers.

Seems there aren't any lists of pitbull owners available. Now, I don't remember if my friend sold his list or not. It isn't important. What **IS** important is to ask yourself if **YOU** want this sort of potential.

Do you want to know how to create income chunks that can pay off bills and so forth? Well, if you do, stay tuned because I'll be delving into this in more detail.

More importantly, if **YOU** got an income chunk for one of your assets, software programs or intellectual properties, send me your success story, so I can share your story with others and give you recognition.

Step Two: Find out what the list wants or is already buying

Do **NOT** assume you already know. You have to find this out using a 12 product survey or other methods. If no one wants to buy what you're selling no matter what you try, the list sucks of you didn't base your product/service on what they wanted or are already buying.

While you can outright copycat another product, my preference on many levels is to develop a spin-off concept that brings a distinct and unique value to the table.

Again, it's just amazing how misinformed **NON-MILCERS** are about this step. They just don't know about step two. They skip it. Frankly, most **NON-MILCERS** skips steps one, two and three. All they got is a product targeted at nobody with zero differentiating advantage. And they have no auto-

piloting (in full or part) in place.

In short, they ain't got jack. But they don't want to spend money to become a MILCER because "it's not worth the money and I'm not going to learn anything I haven't already learned from \$20 ebooks."

See how ridiculous that is?

Step Three: Give them a differentiating advantage for buying from YOU

If you target a list with no competition, this step can be skipped at first. But sooner or later, you'll attract copycats.

Everyone copycats to some degree. But very direct, personal copycats can hurt your business. That is why MILCER's are taught to protect themselves by stacking 20-30 layers of value and differentiation into their products and businesses.

This makes them very difficult to compete with.

But success generally attracts copycat competitors. The SOLUTION to this is one NON-MILCER's don't know, practice or understand in the whole. They don't know about value stacking.

So they just get creamed by the competition.

I've got to ask you this. And be honest with yourself. Do you feel only the gurus can do those 3 steps?

Do you feel that somehow there is something inherently deficient in you that keeps you from being able to do those 3 steps?

Do you feel that somehow those 3 steps are so hard that you will never be able to do them? Hopefully not.

Success Example Of Creating An Automated Income Stream

Dick Stucki is a member of the first prototype of my 12 Week Income Streams Jump Start Training. Dick sold 250,000 copies of his very first cookbook

by getting publicity and by creating a very clever income stream.

He got a certain type of cooking ware vendor to insert his flyer for his cookbook in every box they sold through superstores.

Dick had to set up that deal one time.

But after that, it basically happens on auto-pilot and the orders come in month after month. That is a brilliant example of creating an income stream. In the 12-week program, I had a member who shared how he has obtained . . .

1,000 members who pay \$27.00 per month

Dick benefited by getting all kinds of new ideas for income streams he can create for himself. How would you like to have 1,000 members paying you \$27.00 per month?

Now, to be fair, Bryan's system isn't really at auto-pilot level yet. One of the things I'm going to encourage him to do in context of the 12-week program is see if he can think of ways to auto-pilot that income stream more.

Or at least create a number of passive income stream spin-offs that continue on even if the main income stream dies out.

Now, I'm a little reticent to use the word INCOME STREAM because I don't want to either be accused of knocking off Robert Allen nor do I want to confuse people.

Robert teaches multiple streams of income. But quite frankly, it's a different approach from what I'm teaching you.

Do you like the term INCOME SYSTEM just as well? How about MONEY SOURCE? Do you have a better name? Email me at this email address: milcer@amazingformula.com.

How I Created A \$4,000+ Per Month Income Stream

I sell the automateyourwebsite.com system that



helps you get your credit card processing, autoresponders, affiliate program and just about everything else up and running quickly.

When I started building this income stream by promoting this product in my ebooks and so forth, it was a grand a month income stream. But over time, it has built up to \$4000 and more per month.

Some of my friends have done the same with little on-the-side mlm businesses and so forth.

The issue is, I spent about a week creating the web site and so forth. I put links to it in my products and so forth. But really, about a week's hard work is all I spent on it.

The money keeps coming in as a result of the other activities I do in my business. It's almost pure passive income. Would you like to have income streams like that in your life?

Let's Analyze How I Did It

Step one: I had a targeted list

That list is the people who buy my other products and services. I primarily promote the product in my information products.

Step two: I found out what they wanted

As a result of being deeply involved in my target market, I already knew the hot buttons. Really, I should probably re-write the sales letter now since competitors have moved in and many new features have been added to the product.

If you are a GREENIE then you need to do a 12 product survey or some other way talk to a number of members of your targeted list and out WHAT they want to buy.

Step three: Give them a differentiating benefit for buying from you

Give people reasons and advantages for buying from you versus the competition. Part of the

MILCER System is understanding that when people buy your product or service, THAT is NOT what they buy.

In the old days, I would say they bought benefits. But now I take this one step further. They don't buy a product. They buy an experience that encompasses how the product is bought, delivered, packaged, serviced and supported.

So while it may be difficult to differentiate your product or service based on that singular focus, when you open up the lens of perception and realize you're really selling an A to Z experience, a lot of additional opportunities to differentiate your product or service from the BIG HERD open up.

The Big Herd is everyone else. Then there is you. And the trick is to create what's called a value experience (the experience of the value your product offers) that gives your customer more of what they want and less of what they don't want.

Another Example Of Creating A Targeted Income Stream

Another participant in my 12-week program is Lisa Suttora. Lisa has created an info product on how to make money on ebay.

In the 12-week Crash program we noodled a number of possibilities together. One idea she got is to show a specific type of business how to generate leads using ebay.

And this idea will make all the difference for Lisa. Why? Because instead of trying to compete with a huge assortment of dirt cheap ebooks on ebay, she'll be able to steps outside that arena.

Next Issue: I will share 3 lists of high ticket buyers, give you specific products you could sell them, and even vendors.

Best wishes,
Marlon Sanders

