

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

# Monthly MILCER's Newsletter

## MILCER'S NEWSLETTER

### What is the real secret of making money?

### Why Do Some Make Fortunes While Others Slave Away To Earn Pennies?

Hello,

This newsletter is absolutely crucial for you to read.

I believe it will open your eyes to a whole new world, a whole new approach to making money. And it lays the groundwork for everything else we're going to be talking about and doing in the coming months in the MILCER'S Club.

How much money do you want to make? \$100 a month? \$250 a month? \$1,000? \$10,000? \$100,000?

Whatever that dollar amount is, before you set out to make it, it would behoove you to know the rules of the game.

Most people don't understand WHAT it is that makes you money.

It's an interesting thing. In this letter I'm going to explain something you likely have never heard before. At least, not in the manner and detail with which I'm going to illustrate it.

### Let me restate our big overview first:

You are a member of Marlon's Milcer's Club. That stands for Marlon's Internet Lifestyles Club.

Our purpose is:

1. To create income streams
2. To put them on auto-pilot as much as is possible and serves us

Yet most people have no grasp of it. It's interesting because everyone wants the latest whiz bang method to make money. Nothing wrong with that.

I love whiz bangs also. But they are NOT what makes you money other than to the extent that they can help you take advantage of the principle I'm going to explain and illustrate in this and subsequent newsletters.

I call this principle "The Archimedes Effect" for reasons I'll explain later.

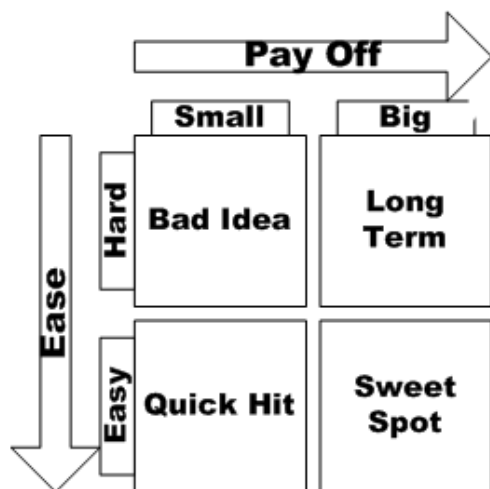
### Three Reasons You MUST Understand This Principle To Make The Maximum Amount In Minimum Time

**One.** By understanding this method, you will be able to evaluate business and marketing methods, systems and endeavors and know the likely payoff

That means you can avoid wasting time on methods and systems that do not contain this vital factor.

Here is a chart:





3. To create and enjoy the ultimate Internet lifestyle.

Towards that end, today I'm going to unveil a FUNDAMENTAL principle that determines your ability to create and enjoy income streams.

In square one, you have ideas that are hard to implement and have a small potential payoff. Those are called bad ideas. Then going to the right of that, you have ideas that are hard to execute but have a big potential payoff. Those are ideas to work on in the long term. At the bottom, you have easy-to-implement ideas with a small payoff. Those are for cash flow and quick hits. Hey, you've got to pay the bills sometimes, right? And then you have "Sweet Spot" ideas that are both easy to implement and have a big potential payoff.

Those are called nirvana. They don't just fall into your lap everyday.

Can you see that if you're spending your time, energy and money promoting or developing products in Quadrant one, the Quadrant where you have hard projects to implement and small potential payoffs that you are dooming yourself to slaving away for pennies on the dollar, compared to what your time is potentially worth?

**Quick Aside: You Only Have THREE ASSETS  
You Can Spend To Make Money**

This is a quick aside. I'm going to get back to the 3 reasons you must understand the Archimedes effect in just a second.

But first, for the next two reasons to make sense, you need to understand that there are only 3 assets you can spend to make money. That's it. Just these. Waste these 3 and you have flushed your ability to make money down the toilet, and you'll likely spend the rest of your life working like a dog, going to hand-to-mouth, and having your dreams remain just that – dreams.

### 1. Your Time:

You only have so many hours in the day. If you spend those hours slaving away on Quadrant One projects, where are you going to end up? That's right. In the poorhouse or slaving away at a job for far less than you are potentially worth.

You go to bed at night knowing you have potential that you are not using. You think about your future, your retirement, your kids future or college, taking care of your elderly parents. And you know you have let yourself down.

Why? Because you are stuck in the everlastingly frustrating time trap where you're trading your time for pennies or dollars. And not nearly enough of them.

And why is that? It's very simple. Not knowing and understanding how to use The Archimedes Principle in your favor instead of having it work 24 hours a day, 7 days a week AGAINST you.

See, Archimedes doesn't care. It's a principle. It can work for you or against you. It's my job to show you in this newsletter and in our subsequent issues how to make it work for you. And if I can do that, and I absolutely believe I not only can but will, isn't the money and time you spend subscribing to this newsletter and reading it one of the best investments you'll ever make?

Stated differently, if I help you work in Quadrant Four where you have easy projects with big potential payoffs, and I help you stay out of Quadrant One where you slave away for peanuts, isn't that worth \$1,000 a year to you?

Isn't it true that your time, money and energy have far more potential than \$1,000 a year. Wouldn't you agree that your earning potential is worth much more than that? Don't you know somewhere deep inside of you that you have potential, maybe a lot of potential, that you simply are not using or tapping into?

I'm here to help you tap into that potential. And to keep you in Quadrant Four by revealing to you many ways to make Archimedes work in your favor. (More on how to do this in a minute).

Time is a commodity you spend. But it does not make you rich. See, if time made you rich, then the elderly would all be rich. You ever go in a nursing home? You have people there with all the time in the world on their hands. It's ironic because they have less time than the rest of us. And yet, the days creep by slowly.

You can have time but not money.

## **2. Your Money:**

If you're starting with a million dollars, you have a head start. But most of us don't. And then we get stuck on projects that are tough deals to do with low potential payoffs. Or we get a quick hit or two under our belts and the buck stops there. How many people do you see come online, get a quick hit, make a big ruckus and then vanish into obscurity never to be seen or heard from again?

If money made you rich, then how come so many people who win lotteries end up wrecking their lives and often losing their money? So money is a commodity you have to spend but in and of itself, it doesn't make you rich. Even if you start out rich, it doesn't keep you rich. You can lose money by having Archimedes work AGAINST you.

## **3. Your Energy:**

This is the third thing you have to spend. And if you spend your energy unknowingly on projects that suck up your time, your money, your energy like a black hole and then give back to you a small payoff, your financial lifeblood has been sucked into the financial black hole that plagues so many people.

Why is it that Bill Gates is so rich? Or whoever is rich that you admire? Why does Madonna or Britney Spears make more than we do? Why is it that Warren Buffett makes more money than other investors? Those may not be the best examples. You pick out your own. Why is ANYONE financially wealthy? (There are 12 types of wealth. Money is only one form of wealth.)

They have the same time as you do. They began with limited amounts of money. In Bill's case, more than you or I likely have. But still, in comparison to his current worth, a small amount of money.

Do they just have more energy and work harder? If working hard could make you rich, then I know a lot of people doing hard manual labor that should be rich.

**Two: By understanding *The Archimedes Effect*, you will be focused like a laser on the REAL secret of making money, whether your goal is to make \$100 a month or \$100,000 a month**

Since you only have 3 commodities you can spend in this life to create money, (time, money, energy or TME for short), you have to watch those assets like a hawk.

And if you don't understand the true method of making money, the only real secret of making money, then you are going to waste your TME without even knowing it.

Nothing is worse than seeing people struggle hand-to-mouth without money or barely getting by,



barely paying their bills because they don't understand this principle. Now folks, don't get me wrong.

I'm not a millionaire yet. Working on it but not yet. I'm not God. I have my up times and down times in business like anyone. But the difference is, I KNOW where I'm going, and what I have to do to get there.

There's a major, huge difference between that and stumbling around in the dark. There's no "guru worship" allowed here. My raw intelligence is no greater than yours in all likelihood. I'm very human. I make mistakes. But what I have is a system, a path, a way for you to get where you want to go and know how to get there.

I call this conscious competence. That is, you are competent and you're aware of what it you're doing that makes you competent, or make you have a certain ability.

There is also unconscious competence. That's where people are naturals at something. They're great at it but don't know why. I want you to have conscious competence as a MILCER.

By knowing where you're going and exactly how to get there:

1. You will not waste time going down blind alleys
2. You will see right through b.s. when you hear it
3. You will be confident (or more confident) in your plans
4. You will know where you're going in the future

**Three: You will know what it takes to grow as big as you want to grow and make as much money as you want to make**

You know what I hate? Stumbling around in the dark. Have you ever got up in the middle of the light, stumbled around in your bedroom and then whacked your toe on something?  
It really hurts!

And it really hurts to stumble around in business without knowing what's going on, where you're headed and how you're going to get there. What's more, you're susceptible to accidents along the way. Just because you're in the dark.

**Possible Answers To The Question,  
What Is The Real Secret Of Making Money**

1. A great product

You've got to have a great product. And then people will beat your door down. The secret is build a better mousetrap, right? The problem is, there are a lot of great products that go undiscovered.

And what's more, what if you DO have lots of sales. And you are doing all the shipping yourself. All the customer service yourself. All the advertising yourself. How long are you going to stay in business before you burn out?

I've noticed that a lot of marketers online are burning out for this very reason. I just talked to a very talented marketer today who has burned out. Just not knowing or using this one principle has stolen their vitality and passion for the business.

2. A hungry crowd

This is the typical answer from marketers who have a history in direct response marketing. Give me a crowd of starved people and I can sell them ANYTHING you eat.

While that's true, let's say that you have a hungry crowd of 10 people. You'll sell 10 hotdogs. And then what?

Or what if you ARE in a stadium with 100,000 STARVED people at a football game and you have 100,000 hot dogs. Are you rich yet?

Not if you are the ONLY person there to sell them



hotdogs. You've only got 3 hours to make your million dollars. Even if people would buy your hotdogs for 10 bucks each, you aren't a millionaire because you can't sell 100,000 in 3 hours by yourself.

### 3. A great sales letter

Have you ever heard the expression, "You're only 1 letter away from a million dollars?" There's truth in that. There are plenty of people and companies who have made millions of dollars from one great sales letter.

But what if you have only 10 people to send that sales letter to? You could have the greatest sales letter in the history of the world. But with only 10 potential prospects, are you rich yet?

I don't think so. Not unless your product sells for a million dollars.

### 4. Great people

Have you ever heard that one? It's our people who make us money. Our secret is our people.

Well, that may be true to an extent. To execute or carry out any strategy takes people. So people are certainly part of the key as are the other elements we've discussed.

But great people aren't the only key.

Remember Steven Jobs when he started NEXT? I'm sure he was able to hire great people. But that didn't do it for him, did it? You certainly will need great people to grow beyond a certain size in sales.

But great people alone is not the answer.

You can have great people with no direction, no focus, no viable market and a lousy product.

### 5. Great tools

*Dear Marlon,*

*I do not need your newsletter.*

*I just bought Smart Pages, Instant Audio, Traffic Equalizer, Ad Minder, Automate Your Website, Aweber, Get Response, Web Site Wizard, Instant Sales Letters, Traffic Blaster, Search Engine Submitter, Mail Loop, Marketing Dashboard and Push Button Letters.*

*I do not need anything else to make money. Please stop billing me for your nonsense now.*

*Best wishes,  
Broke Guy*

That's obviously an imaginary letter. But isn't that like some people you know online? Maybe you.

You have all the whiz bangs. All the software programs. All the tools. But you aren't making money.

Why?

#### **1. You probably aren't using them.**

Using stuff is always a great first start.

#### **2. You tried it once, didn't get results and quit**

An awful lot of people do that

#### **3. You didn't understand *The Archimedes Effect***

This is the likely culprit. You just jump on the bandwagon of whatever the hot gizmo of the month is. And there's nothing wrong with that. I have some great tools and gizmos. As do other people.

But when you do it without understanding the big picture, you're doomed to failure. Or at least, far less than optimal results.





The point is, great tools don't make you money. A tool is a tool. But there has to be a plan, an understanding and a system behind using the tool.

It's like giving a master mechanic's toolbox to someone who doesn't understand how a car works.

There's some great tools there. Now what is it that I do with them?

### **Understanding The Archimedes Effect Makes All Your Products And Tools Ten Times More Valuable**

Can I take a few minutes to explain this? I think it's really important because a lot of my own customers and certainly subscribers to this newsletter don't even understand the concept behind my products, what I teach, what I reveal, what I do and how it's different from what a lot of others do.

For example, *The Amazing Formula That Sells Products Like Crazy*. There are no whiz-bang methods in it for the most part. It's about understanding.

And that's why it's evergreen. It's as up-to-date today as it was when it came out. Oh, a few of the methods in it could be updated a little. I plan to do that. But the people who think the Amazing Formula is about methods don't even begin to get it. It's about understanding how the car works.

Now, I created *Gimme My Money Now* as the action plan for *The Amazing Formula*. Paul Myers thinks it's my best product. What I do there is basically give you a car that works. It's one design or one build for a car based on the Amazing Formula. It's the design for a car that I personally use.

There are lots of ways to build a car. Lots of ways to build a marketing process. Lots of ways to use *The Amazing Formula*. That's just one that works. It's funny because there are those who think, "Oh, I don't need to buy *Amazing Formula* or *Gimme My Money*. Those don't work any longer.

That's ridiculous. They are concept-based. They are BUILT ON *The Archimedes Effect*, even though that is not clearly evident on the surface.

Once you understand, and I do mean really, truly understand in your bones *The Archimedes Effect*, you can go back and read *The Amazing Formula* or *Gimme My Money* and get a lot more out of it.

There are those who would object: *Marlon, quit the philosophical musings. I want methods. I want techniques. I want step-by-freakin'-step – NOW!*

Ah yes, the demands of impatience. But as you will see, the methods without the understanding ARE part or much of the problem. You don't build the Empire State Building without a solid foundation. So onward. Let's get down to some brass tacks for our impatient brothers and sisters.

### **Introducing The Archimedes Effect**

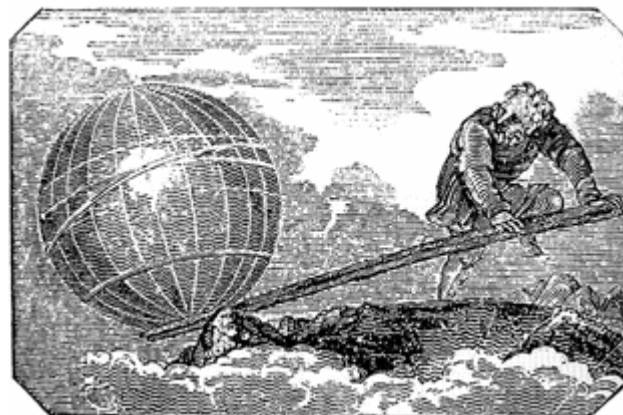
ΕΛΕΓΕ ΔΕ ΚΑΙ ΔΩΡΙΣΤΙ ΦΩΝΗ ΣΥΡΑΚΟΥΣΙΑ,  
"ΠΙΑ ΒΩ ΚΑΙ ΧΑΡΙΣΤΙΩΝΙ ΤΑΝ ΓΑΝ ΚΙΝΗΣΩ  
ΠΙΑΣΑΝ."

**"Give me a lever long enough and a place to stand, and I will move the world."**

- Archimedes, 230 BC

**"Technology gives individuals the power to move their world."**

- The Archimedes Project, 2002 AD



There. Now you have it. Now you have the secret. A lever. With sufficient force and the right fulcrum point, a lever will move the world.

*Well, Marlon, I know. That's really cute. But I ain't got no lever. And I got bills coming out the ying yang. How is this stupid lever thing gonna pay my car bill?*

OK. So maybe just showing you the picture of the lever and a few choice quotes doesn't do it.

So let's break it down further now and in the issues to come.

## **The Archimedes Effect Explained**

In a nutshell, here's what The Archimedes Effect is all about.

- You can't do it all yourself.
- You don't have the time.
- You don't have the energy.
- You don't have the money.

Here is the Archimedes Effect explained: Archimedes said he could move the world if he had a lever long and strong enough and a stable fulcrum point.

In other words, he could move the world if he had the LEVERAGE.

The secret is to ethically and morally with full value exchanged use:

- Other people's time
- Other people's energy
- Other people's money

Does Bill Gates hang out at your local computer store selling Windows? Heck now. He uses

massive distribution networks to do it for him.

The ONLY way he sells so many copies of his software is he has thousands and thousands of stores, distributors, web sites and dealers selling his products on his behalf.

Let's say he had ALL his existing products. But he had only ONE store with two sales people to answer the phones and handle walk-in customers. How much money would he be worth?

Not much.

How do all the rock stars make so much money? They have record labels with sales forces calling radio stations and getting play time for their songs. They have thousands of outlets that sell their CD's.

How much money would Madonna, The Rolling Stones, or Beyonce be worth if there were 5 small CD stores carrying their songs? The SAME songs. The same product. But given only 5 stores, there ain't much money coming in to pay the bills, right?

Having your product available in hundreds or thousands of locations or stores is called distribution leverage. Now, you may have your product on 30,000 web sites. But what is the traffic and buy rate there compared to the however many thousands of stores that sell CD's by the latest hit artist?

See, it's a numbers game.

How about Dell computers? How did they make so much money? They had direct response ads running in magazines all over the place. And direct response radio and TV ads running that got people to call for a catalog, right? That is advertising leverage.

How does Warren Buffett make so much money? Leverage. Not from risky options plays. But by buying undervalued stocks and letting those assets increase in value. He doesn't have to go out and



hustle the products of the companies he buys stocks in. He has thousands and thousands of shares of stocks that make him money when they go up in value.

That's leverage. The stocks are making him money, not his personal efforts. I call that financial leverage.

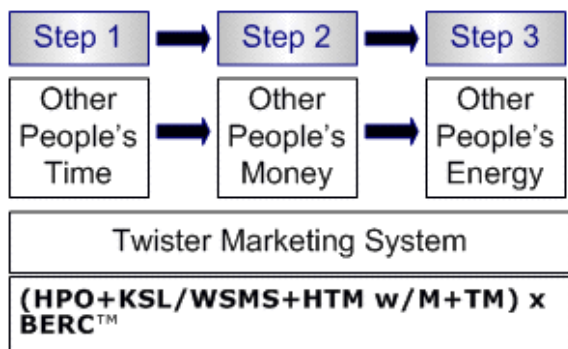
I think of companies in the seminar business that make money by having presenters in 5 and 10 cities at a time holding free preview seminars, where people attend and then buy something for \$500 to \$5,000.

How about Mary Kay cosmetics? How do they make money? They have thousands of ladies who sell their cosmetics. Why does the Mary Kay Corporation make more money than I do?

Because they have a lot more leverage. They have a lot more people out selling their products than I have selling mine. That is sales force leverage.

**Now, let's take this on down home to Internet marketing.**

**Let me graphically illustrate how all this ties together:**



I wish I had time here to explain the chart. I've ran out of time. There is so much more to explain about this. I'm going to go into this in the next issue.

The secret to using the chart to make money is REPEATABLE PROCESSES.

I firmly believe this is the GIGANTIC BUGABOO that steals money from people, keeps them trapped in an income cage and holds back their money.

It explains WHY some people make lots and others practically starve. It explains how Microsoft grew to be so large through a very specific repeatable expansion strategy.

I mean, if you just knew and understood the principle that Microsoft used to sell billions, do you think maybe you could use that same principle to reach YOUR financial goals?

Maybe. Maybe not. Only you can answer that question. So let me ask you this: If you get a process that makes money for you, then boil that down to a repeatable process for which you have costs and known profits, can you see any reason you can't just repeat that process until you're making the money you want to make?

There's so much more to tell you about this. Because it all ties in beautifully with our theme of creating income streams, putting them auto pilot (more or less) and free up your time to enjoy your life.

Man, I ran out of space to talk about lifestyle issues and my favorite thing – coffee. Shoot. Well, next issue I'll tell you how to virtually guarantee you will never get colon cancer. And no, it's not a pill you take. I wish my dad would have know this one.

Until next month...

Best wishes,

Marlon Sanders  
Higher Response Marketing, Inc.

