

# The Alquist Advantage

April 2003 Issue



Shirley S. & John J.  
Alquist

## The AMSOIL Newsletter of Shirley S. & John J. Alquist

Owner/Operators of Alquist Enterprises  
and Executive Direct Jobbers for AMSOIL, INC. St. Petersburg, Florida

### “Forevermore”

A Poem By John J. Alquist (Adapted From “The Raven”  
With Major Apologies to Edgar Allan Poe)



Once a upon a midnight dreary, while I pondered  
weak and weary,  
Over many a wasteful and stupid oil change,  
from store to store,  
While I nodded, nearly napping, suddenly  
there came a tapping,  
As of someone gently rapping, rapping at my chamber door.  
“Tis some visitor,” I muttered, “tapping at my chamber door.”  
I opened wide the door—December darkness here,  
nothing more.

Soon I heard a tapping, something louder than before,  
Surely, said I, surely that is something at my widow lattice.  
Let me see, then, what’s this baffling mystery to explore.  
Let my heart be still a moment, and this mystery explore.  
But was it the wind and nothing more?

I flung the shutter, when, with many a flirt and flutter,  
In there stepped a stately raven, of saintly days of yore,  
Not even a minute stopped or stayed he;  
But with lordly mien, perched above my chamber door,  
Perched on my bust of J. R. Ewing, above my chamber door,  
Perched, and sat, and nothing more.

Said I, “Must I change oil each 3,000 miles,  
too much toil?”

Said the raven, sitting on the lonely bust,  
with little relevancy bore,  
Spoke only one word, “forevermore,” above the chamber door.  
Nothing further he uttered, not a feather he fluttered.

“Wretch!,” I exploded, “needless oil changes I must foil,  
This waste of time and money makes my passions roil,  
Why can’t I use the first and finest of synthetics, AMSOIL?  
Why obey mechanics, wrongly trained in bygone days of yore,  
Changing oil far too often?”  
Replied the raven, “forevermore.”

But the raven, sitting lonely on that placid bust, spoke only that  
One word, “forevermore,” as if his soul in that word he did outpour.  
“Enough, enough; stop talking, mindless raven,”  
I did implore.

No short-lived oils and dirty engines; I have a surprise in store.  
I ’m using AMSOIL, I’ll use other brands “NEVERMORE!!!”

*Understanding the symbols: in poetry, often a person or thing is a  
symbol of something else. Here the raven symbolizes mechanics  
hung up on 3,000 mile oil changes, explaining their view with  
one irrelevant word—“forevermore,” meaning always. Ravens are  
ominous.*

*December symbolizes the end of an era—in this case, the era of the  
3,000 mile oil change with cheap petroleum oils—and midnight  
symbolizes the beginning of a new era, the Age of Synthetics !!!*

*“Nevermore” means “never again.” J.R. Ewing was a shady,  
philandering oil baron in the “Dallas” TV series.*



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# Continued Growth For Synthetics: Unshackle Yourself & Others

Although many businesses and their employees face the future with dread and fear, serious, self-employed AMSOIL Dealers are full of optimism and joy. Why?

The synthetic oils and lubricants market is growing robustly. The Freedonia Group forecasts that demand for synthetics will rise 7.2% annually for the next four years.

Annually, synthetic hydraulic and transmission fluids will grow 9.3% while synthetic engine oils will grow 8.1%.

David McFall, *Lubes-n-Greases* Automotive Editor, notes that the American oil market is “shackled” to the Stone Age concept of the 3,000 mile oil change.

“In Europe,” he says, “the average engine oil drain interval for current gasoline-fueled cars is

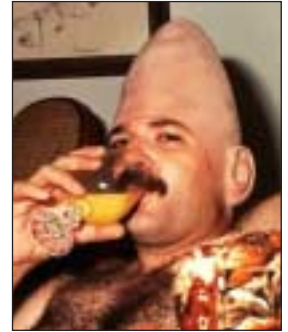
about 10,000 miles.” Ever wonder why Americans are encouraged to change oil twice as much, about every 5,000 miles? Mr. McFall reveals the motive.

Says he, “Every year in the United States, this too-short drain interval results in unneeded production of 300 to 400 million gallons of engine oil; excess consumer expenditures of \$1.5 billion, and tens of thousands of unnecessary oil

changes.”

If we had a 10,000 mile oil drain interval similar to Europe, we could prevent dumping 100 million gallons of untreated used engine oil into our environment, McFall explains.

It's time to unshackle consumers from this economic bondage resulting from the moronic 3,000 mile oil change by selling AMSOIL products as a serious business. By doing this, you can unlock the handcuffs binding you to the last legalized form of slavery in the United States, an insecure and joyless job working for a conehead.



## Unshackle Yourself

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*“ . . . an insecure  
and joyless job  
working for a  
conehead.”*

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Rather than being a “wage earner” earning a living (perhaps just barely), you can emancipate yourself, operating instead as a self-employed AMSOIL Dealer, attaining long term personal and financial freedom. Liberate yourself from employment and set others free from the mindless madness of needless oil changes.

## New Alquist Enterprise Logo

Alquist Enterprises unveils its new logo here “ratchere,” as our Southern friends would say.

We are engaged in a number of business activities, including a large, fast-growing, multi-state AMSOIL distribution organization, called “The Alquist Advantage Network.”

Alquist Enterprises also offers professional public speaking, business consulting (including the creation and maintenance of business plans), and Internet website creation and maintenance services.

All Alquist Enterprises business activities are 21st century product and services offerings targeted to smaller businesses.

The logo has a modern, clean and simple look, reflecting Alquist Enterprises. The logo—developed by Be Creative USA of Sarasota, FL, an affiliate of a British

firm—is designed to work harmoniously with the AMSOIL logo when both logos are shown together.

Just as all synthetic oils are not created equal, all AMSOIL Dealerships are not equal or the same, either. It is necessary to explain why AMSOIL is the best synthetic and why and how “The Alquist Advantage Network” is totally unique and the best AMSOIL Dealer organization.



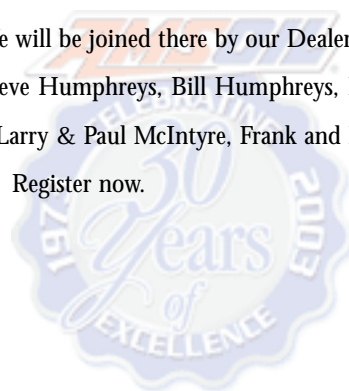
# Let's Do Duluth!!!!



Join us at the AMSOIL  
30th Anniversary Convention  
July 17-19, 2003. Using  
AMSOIL products convinced  
you of their excellence.

Attending this convention will convince you that  
AMSOIL makes a great self-employment business  
opportunity for you as well.

We will be joined there by our Dealers Virgil &  
Genevieve Humphreys, Bill Humphreys, Dennis  
Dean, Larry & Paul McIntyre, Frank and Mary  
Haney. Register now.



## Welcome To The 21st Century! Congratulations, Dealers!

Automated manufacturing methods were  
introduced into English work places in the 1800's.  
Fearing job loss, a group known as Luddites (named  
after their leader, Ludd)—rioted and vandalized  
factories, starting in 1811.

Parliament ordered 12,000 soldiers to round up  
these offenders and deport them to Australia.  
Mission accomplished.

Today, people fearing the Internet are called  
Luddites, too. Some of our Dealers remain mod-  
ern—though peaceful and non-violent—Luddites,  
terrified of new technology and modern, time-saving  
work methods.

Nevertheless, a progressive segment of our  
Dealers of all ages is boldly and fearlessly marching  
into the 21st century.

Virgil and Genevieve Humphreys bought a  
Web TV and have become prolific email users. Larry  
& Pauline McIntyre just began using email. Dealers  
Dana Covell, Chuck Bryan, Joe St. John and Bill  
Huber now have websites. No Luddites in this

gp



## Operating Results For January & February 2003

Our group produced a 42% increase income in  
the first quarter of 2003, compared to the  
same months in 2002.

We increased 43% in 2002 compared to 2001,  
and we encourage everyone to intensify their  
efforts for the rest of 2003.



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Our websites are [www.tell-it-well.com](http://www.tell-it-well.com) and [www.train-them-well.com](http://www.train-them-well.com),  
and you can email us at [info@tell-it-well.com](mailto:info@tell-it-well.com) or call 727-545-8547.



# 1-Q-2003 Trade & Consumer Show Recap

## St. Petersburg Grand Prix

John and Shirley were exhibitors at the Grand Prix of St. Petersburg, FL — the opening event in the CART season February 21-23, 2003.

Some 15,000 people attended this event, coming from all across America as well as numerous foreign countries.

The event was televised in over 190 countries to TV audience of 60 million people.

Many of those visiting our booth were familiar with AMSOIL and had used AMSOIL products at one time. But most stopped using the products, though, because they moved to a new city and could not find AMSOIL products any longer.

Others used AMSOIL products for just one thing but were unaware that AMSOIL made other products for a wide variety of applications.

You see, the market is there. We Dealers have to get it—vigorously.

## The Florida Show

Sponsored by the Professional Wrecker Operators of Florida, PWOFF, this show attracted over 10,000 owner/operators of tow truck firms from all 50 states and 20 foreign countries. It was held at the Hyatt Orlando Hotel & Convention Center in Florida April 11-13, 2003.

Alquist Enterprises uses trade shows, among other things, to seek Commercial and Retail accounts—trade shows like this and consumer shows like the Grand Prix attended by higher income people who own businesses.

At the Florida Show, we stressed how AMSOIL products can lower operating costs to these businesses by increasing miles per gallon, decreasing the cost of unneeded oils changes, and reducing emissions as required by EPA mandates.

We do not retail products at trade or consumer shows, but we engineer the sales of products by providing AMSOIL catalogs, online ordering instructions, and local lists of our ROTS account locations—and we take applications for ROTS and Commercial Accounts.



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# Shirley's Corner: "Getting Out Of My Box"

I am learning so much in these eleven months becoming a business woman! Let me share four areas in which I am learning.

The first is: LIFE IS A CONTINUOUS CHOICE. When confronted with difficulties, I can choose to better myself to conquer them, or I can complain about how hard they are. When challenges overwhelm me, I can choose to make them into Stepping Stones or allow them to be Stumbling Blocks.

If I'm not reaching my goals, I can set my chin against the wind, straighten my shoulders and stay focused on the horizon, or I can relax my stride, slow down and eventually give up. I possess the power of choice daily!

A second thing I'm learning is: TIMING IS ON MY SIDE! The need for AMSOIL's high-tech, premium, state-of-the-art products is in today's market. With the smaller, more powerful engines needing less friction and lower temperatures, AMSOIL is the answer. With gas prices so ridiculously high, fuel economy is savored by the public.

Companies are groping for ways to save on maintenance, and independent retail shops are struggling to find ways to keep solvent. One needs to *save* money; the other needs to *make* more money. AND everyone is looking for *convenience*. The convenience of not changing your oil but once a year—a marvelous attraction to AMSOIL Synthetics! *No better time than now* to educate the public on benefits of using these quality products for today's market!

A third thing I'm learning is: NETWORKING IS A MUST! Getting out of my box, meeting new people, helping people connect their services, being consistent and available is an affordable way to build your contacts and business. Building relationships is the foundation of building your business. When people like you and trust you, they will dare to do business with you. That takes time and exposure to accomplish.

I belong to four women's networking groups, three chambers of commerce, John and I operate our own networking group, and we attend still another one on alternative Fridays—a total of 21 networking meetings for me each month.

At first, I was impatient to see bigger results from networking until it dawned on me I was "planting seeds" and "building" an organization, all of which

takes time and repetition and patience. Exposure is a definite must. Networking is the process.

This fourth area is a personal thing with me and that is: ENTHUSIASM IS CONTAGIOUS. I guess people see this in my AMSOIL clothing—I wear it everywhere! (Some may wonder if I have *anything else* to wear!) My smile tells them I'm happy doing what I'm doing! After all, a smile is a frown, upside down. Some tell me I demonstrate a "passion."

I AM passionate about getting this product to the public because we could become less dependent on foreign oil if we'd get the public to use this excellent AMERICAN-MADE OIL and do away with the Dark Ages philosophy that oil must be changed every 3,000 miles!

That's why I talk to telemarketers, to airport limo drivers, to waiters and waitresses, to disillusioned people from the corporate world about being self-employed with this stable company, to those seated in airplanes beside me (John calls them my "victims" because they can't get away from my AMSOIL spiel). I have to get the word out.

This is my passion. This is my mission. Believe me, many people remember the "Oil Lady" because I *believe in AMSOIL* and its awesome products for today's needs. And it shows.

Getting out of our individual boxes takes a desire to learn, a decision for change, an inner courage to do something different and a strong commitment to persevere. *Will you join me in getting out of your box and reaping the rewards of sharing the AMSOIL story with everyone and anyone?*



*Get Out Of The Box*

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*"I am passionate  
about getting this  
product to the  
public . . ."*

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April, 2003 Issue

# New Dealer Training Website For Alquist Dealers

The AMSOIL Products section of our [www.tell-it-well.com](http://www.tell-it-well.com) is a wonderful working tool for our Dealers.

Now we are adding a second website [www.train-them-well.com](http://www.train-them-well.com) as another great Dealer resource.

This training website is under construction. Shirley heads this project so that her 35 years of teaching experience and the wisdom and knowledge derived from her 27 year involvement as an AMSOIL Dealer are included.

Today, people seeking self-employment as a

franchisee or MLM distributor prefer a relationship with a credible company. But these people also seek training in a proven, documented method of doing that company's business.

That's the upline Dealer's responsibility—to train and nurture downline Dealers and Accounts.

With Dealers in many states, it is not possible for Alquist Enterprises to train Dealers in person. Major upline Dealers in other network marketing companies use websites to train their downline Dealers nationwide, both initially and on a continuous basis. We will, too.

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FIRST  
CLASS  
POSTAGE

