

THE ALQUIST ADVANTAGE



The AMSOIL Newsletter of Shirley S. & John J. Alquist,
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Our “Milkman Business” Now Extinct

Growing up in small town Connecticut during the 1950's, the milkman was an almost daily visitor to our home. He placed glass jugs of lukewarm milk, cartons of eggs, and whipping cream into a tin box simply marked “milk” on our front porch.

He was part of 1950's Americana—along with the filling station attendant, the typewriter repair man, and the owner/operator of the tiny neighborhood grocery store.

But the milkman was made extinct by a changing economy with its stress on creativity, innovation and efficiency. Today, you buy your milk and other groceries in a supermarket, pump your own gas, and replace your computer printer by buying another one online or at a “depot” chain store.

The only service-providing dinosaur of the 1950's remaining is the USPS letter carrier of overpriced “snail mail.”

For years, AMSOIL Dealers, including us, have been operating a “milkman” business of oil retailing, unprofitably delivering small quantities of oil to individuals. Effective January 1,

2003, Alquist Enterprises is no longer in the “milkman business.”

To retail AMSOIL profitably, we encourage customers to buy it themselves online via the link on our website, or we'll place an order online shipped by UPS to them, or we refer them to our www.tell-it-well.com website, where they can find one of our local “The Alquist Advantage Network” ROTS account retailers. These modern distribution methods allow us to save time and expense of inventory, storage and delivery.

The 21st century business world allows only the survival of the fittest. The milk-delivering milkman was obsolesced by the economy. So, too, will be the AMSOIL-delivering “milkman.”

Not only has the “New Economy” made many old fashioned 1950's jobs extinct, we believe that the economy will make almost all “jobs,” including yours, extinct or very short-lived eventually, as “jobs” are an historical aberration of the Industrial Revolu-

tion, an era now ended.

In all other periods of history, people worked for themselves, unless enslaved by a conquering nation. Today's high school or college graduate is doomed to a life of frequent job changes, being required to change jobs on average every four years, personnel experts say. That's possibly 10 jobs in a 40 year employment career !!!

You should view your AMSOIL activity as your business, not just a hobby or membership in a wholesale oil buying club, realizing that your “real job” is an insecure, short term illusion—and that you need what author Robert Allen describes as “multiple streams of income,” including one from your AMSOIL business.

Here's the bottom line—not only is the milkman method of oil delivery unprofitable, it ignores consumer trends and attitudes. Studies show that fewer than 20% of people still change their own oil. The remainder don't have the time or can't be bothered, including this writer, who does not know how to change oil and has no interest in learning.

Customers ask us “where can I get an oil change, using AMSOIL?” and they are happy to learn that we have a network of retailers for this reason.



That's why all AMSOIL Dealers need to sign up as many high quality ROTS accounts as possible—as soon as possible. Dealers should target individually-owned auto repair shops, for example. The owner makes the buying decision. Avoid discount chain store managers as ROTS prospects.

Why? The chain store manager usually has no authority to make a buying decision. Even if he/she can buy, he or she is likely to move from that store and his/her replacement may toss AMSOIL out. More importantly, discount chains demand too many price concessions to puff up their profit margins, leaving little or no margin for you.

By comparison, a sharp individual owner can understand selling AMSOIL products to generate more income. He or she is stable. He or she can understand that additional AMSOIL oil changes can lead to more repair business, too.

AMSOIL Dealers also need their own websites to gather and redirect online sales to AMSOIL's online store and/or refer potential customers to their own ROTS accounts, listed on their own Dealer websites.

By developing creative business cards, you can list your ROTS accounts and refer prospects that way to your ROTS accounts. Some astute Dealers promote ROTS accounts by vehicle signage.

Remember, dinosaurs died off. But paleontology (the study of fossils and ancient life forms) and paleontologists endure. Wouldn't you rather be a business paleontologist, studying and learning from the failures of others, rather than dinosaur?

The most common belief is that dinosaurs, which had small lungs, died off because the amount of available oxygen dropped substantially to the present 20% of total atmosphere level, and their small lungs could not cope with far less oxygen.

Don't be an AMSOIL dinosaur who dies off due to your inability to breathe more creatively and operate your AMSOIL business more efficiently in the leaner atmosphere of the New Economy of the 21st century.



John J. Alquist's Tampa Tribune 2003 Forecast

The "Tampa Tribune," a major national daily and Sunday newspaper, quoted John J. Alquist and other major Tampa Bay Area business leaders in a bylined article by Carolee Boyles in the business section on December 23, 2002 entitled "Bay Area Executives' Formula for 2003: Cautious Optimism & Customer Service."

Though most other business leaders were dithering, sniveling, fretful, downcast and whiny, John was most positive and excited, predicting "I think we are going to see more of the same."

We're going to continue to see large companies fall down like dominos and disintergrate. I would not want to be chairman of a major company such as United Airlines.

We'll see more entrepreneurial companies coming along, and more homebased businesses; there will be more creativity with small companies, kind of like the early 1900's.

For me, being in a homebased business and having a good product and a good organization with unlimited potential, 2003 will be very positive."

John could boldly and confidently proclaim these things because Alquist Enterprises is a cutting edge, 21st century leader in professional business services and distributes 21st century AMSOIL products.

Major Trade Shows In Early 2003

Two new major shows are on the calendar for John & Shirley.

In February, they will be exhibitors at the Lifestyle Expo of the St. Petersburg Grand Prix, the FedEx CART season opener. At least 100,000 people are expected at this and related events in downtown St. Petersburg. The race will

be televised to 180 countries to an estimated audience of 40 million.

John and Shirley are among 130 exhibitors at "The Florida Show," claimed to be the world's largest towing exposition. It is in Orlando in April. Over 10,000 attendees from all 50 states and 20 countries are expected. The show has over 250,000 sq. ft. of exhibition space.

New 2003 Newsletter Circulation Policy

In 2002, our quarterly newsletter was snail-mailed to all downline Dealers and Accounts, AMSOIL executives, media people, business and personal friends over 400 people each time. To those with email addresses, we also sent email letters with the newsletter attached in downloadable and printable .pdf format.

Starting with this January 2003 issue, we will adjust our distribution policy, as follows:

1. Sending the newsletter by email ONLY in .pdf format to those with email addresses. These people will cease receiving a snail-mailed copy of the newsletter. The .pdf version is “in living color” as NBC used to say, and you get it in seconds, not weeks.
2. Eliminating mailing newsletters to small volume Dealers who appear to be making small, infrequent purchases for their own use only and, as a result, have little interest in the exciting possibilities of an AMSOIL business championed regularly in our newsletters.
3. Higher volume Dealers and those sincerely striving to make AMSOIL a successful business will receive a snail-mailed copy of the newsletter.
4. To any or all other persons, there will be an annual \$10 subscription fee in advance to receive the four 2003 issues of this newsletter by snail-mail (no charge for an email and .pdf format attachment).

2003 AMSOIL Convention

As of December 31, 2002, AMSOIL’s website reports that over 600 Dealers have registered for the 30th Anniversary International Convention July 17-19, 2003.

Three Dealerships from The Alquist Advantage Network are already registered. Congratulations to Mary & Frank Haney, Virgil & Genevieve Humphreys, and Larry & Pauline McIntyre. Shirley and I will see you there. We’re staying at the Radisson.

We want you to register today but not later than March 31, 2003 as the registration price goes up to \$125 per person.

Whether you do AMSOIL full time or part-time, as a business or as a hobby, you need to attend this Convention. Why?

If you have never visited AMSOIL’s headquarters, plant, warehouse and lab, you will be amazed—and, you will have greater confidence in the company and its products than ever. You will be impressed by everyone you meet, from Al Amatuzio down to the latest hire.

If you’ve visited AMSOIL before, you will be able to see, touch, feel and smell the reality of its explosive growth, modernization and change.

You can’t miss it.

Operating Results For Our Group

Since April 2002, when John joined Shirley in the AMSOIL business, through November 2002, our group commission credits increased by 21%, compared to a similar period in 2001.

Yet our income increased more than 48% from April 2002 to November 2002, much more than the 21%. That’s because of the growing impact of Retail on the Shelf and Commercial Accounts, which pay us dealers BOTH cash commissions and providing earnings based upon commission credits.

For 2003, we urge you to develop a balanced downline mix of Dealers, Commercial and Retail on the Shelf Accounts. That can be your key to a more prosperous 2003.

Shirley's Corner: WINDS OF CHANGE



By now the tinsel, garland, lights and cards have been tucked away for another year and time for reflection, planning and setting goals has rolled around again.

In my own reflection time, I found an amazing realization in our AMSOIL business. Reflecting back to 2000 which was Leland's last full year in AMSOIL part time and in a "hobby" style, he had signed up 4 Dealers. For the year.

Looking at 2001 when I was forced to take the AMSOIL helm and, quite honestly, it was a day-by-day process to learn the AMSWIN program, to do billing and to deliver orders and STILL teach full time! I noticed I was getting more calls than normal. I signed up 12 Dealers and Accounts by myself—part time! A woman in a "man's world of oil lubes"!!

I sensed winds of change—customers were *looking* for AMSOIL products and the NEED was great to get these 21st Century products into their hands! AMSOIL had finally earned its place in today's society and NOW was the time to get serious about educating the public.

And 2002 records echoed more changes in the wind as I married John and, with John's help and expertise, we signed up 24 Dealers and Accounts! That's an average of 2 per month! One change that hit home to me was that the majority of people we talked to in the 13 trade shows we did within 6 months (!) mainly wanted to know *WHERE* to get their oil changed—with AMSOIL products available *at that lube shop!*



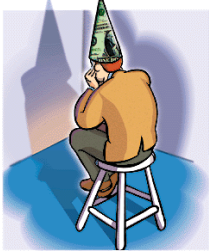
It became very clear to me that our AMSOIL business was in the process of changing to meet the needs of present-day customers. What AMSOIL had been saying for the last year was true—get AMSOIL into lube shops, Retail on the Shelf Accounts!

Our website is our best tool to direct people to our network's local lube shops carrying AMSOIL. Soon every business card we pass out at trade shows, chamber shows, and networking groups will also direct customers to our downline's, as well as our own, AMSOIL-supplying lube shops—instead of to our home.

Another howling wind of change hit me hard while sitting in a Greater St. Petersburg Area Chamber of Commerce Entrepreneurial Academy Class in August. The instructor (who uses AMSOIL in his own Mercedes!) was teaching Marketing and explaining a "niche" for marketing products.

He recognized my AMSOIL shirt and after expounding on this phenomenal concept known as a "niche", he blurted out in class, "OK, AMSOIL Lady, what is your niche?"

The first thought that exploded in my mind and eventually made it out my mouth was, "Why, EVERYONE who has an engine needs AMSOIL!" "No, no, no," he said. "Come on, tell me. What is your niche for AMSOIL?"



This teacher was flabbergasted and frustrated sitting in the student seat for the remainder of the evening—because I had never thought through *WHO I should be marketing to!*

I was so worked up that I couldn't sleep that night at all! Finally toward morning, my struggling, restless mind concluded what my niche actually was for these premium products! To me, my niche is "anyone who respects and wants to preserve his/her assets—whether it is a car, truck, boat, motorcycle or RV." AMSOIL is NOT for Everybody. It is for those who want to save time and money—and their assets.

That restless night has changed my own outlook on AMSOIL being a business, not a hobby anymore...

More evidences of growth changes from corporate AMSOIL INC. came in AMSOIL's Direct Line this month showing they are expanding their offices and personnel staff to better handle the company's bulging growth pains. This company is GROWING and we Dealers have an awesome opportunity in 2003 to grow with it!

These winds of change bring howls of Opportunity to each of us as we reflect and set our goals for 2003. How many Dealers do you want to sign up per month? Are you active in networking groups or Chambers of Commerce groups in your area?

Are you registered to attend the AMSOIL Convention in July? Do you see opportunities to change your strategies for selling and marketing AMSOIL products? Do you see opportunities for ROTS Accounts in your neighborhood? Do you have a website?

We are growing and are anticipating a great 2003 with AMSOIL! We encourage you to make the necessary changes in your marketing strategies so your 2003 AMSOIL checks can change also.