

The Alquist Advantage

July 2004 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

You Must Belong To “Free Agent Nation,” The American Way To Work In The 21st Century.

“Free Agent Nation,” a recent book by Daniel H. Pink, shows that the American way to work in the 21st century is moving away from employment to self-employment. That’s marvelous news to present and future AMSOIL Dealers.

At least 33 million Americans now work for themselves—including serious, business-minded AMSOIL Dealers. The Industrial Revolution is over in America, and self-employment is surging in “Free Agent Nation,” America in the 21st century. You must become a “free agent,” too.

The number of union members is now only half as many as the 33 million self-employed. Unions, once useful and powerful, are now irrelevant, comical and feeble (but still heavy-laden with lots of cash and leaders practicing leftist political mischief). Union membership is plummeting because the Industrial Revolution ended.

Today’s largest “employer” is not an industrial giant. It’s Manpower, Inc., the temp services firm, because many people are now permanent temporary

workers, moving from assignment to assignment (a form of free agency). Another form of free agency, being a NLF player, is more lucrative.

Traditional jobs are disappearing - some in obsolete industries, while others move to foreign countries (known as “offshore outsourcing”). Why pay an American worker \$15 per hour when workers in China, earning an average of 61 cents per hour, can manufacture things far cheaper?

Technology brings increased productivity yet permanent job losses for many millions, since technology allows far fewer people to produce just as much.



Chinese Worker

Don’t believe in the hollow election year rhetoric about new job creation. Although politicians will say anything to get elected, they have no power to create jobs. Businesses create jobs, when needed. We predict that jobs will continue to decline. Our economy needs far fewer newly-created jobs,



Daniel H. Pink



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Better Than Going To Work?

not millions more. But America needs millions more self-employed persons (including Dealers doing AMSOIL as a serious business) until 80% are self-employed as before the Industrial Revolution started.

The U.S. Bureau of Labor Statistics finds that, although millions of jobs were lost since 2000, some 1.9 million new businesses were created during the same time. So, many job losers are not homeless people eating out of garbage cans, as some politicians suggest, but are founders of their own new businesses.

Afraid to be self-employed? Think it's too risky? Jobs are more of a risk to your finances, family, physical and mental health and happiness than self-employment. Self-employed people are twice as likely to earn more than \$75,000 annually than employees.

Dread returning to work Monday morning? Don't worry. Since there are many more heart attacks on Monday morning than other days and times, possibly caused by fear of returning for a week of more job stress, most hospitals increase staff at that time. Is being confined to a cardiac care unit more pleasant than returning to work on Monday?

Free Agents Think For Themselves. Do You?

Working for yourself first means thinking for yourself, not following the flawed and outdated ideas, whims, dictates and of others. H.L. Mencken (1880 to 1956), a famous American journalist, said that people who do not think for themselves belong to a species called "Boobus Americanus."

A "Boobus" is wimpy and spineless, has few ideas of his/her own, and can be

pushed around easily by employers, friends, family, intrusive government and sometimes a church and/or denomination.

America's conventional medical system ("the sickness industry") and its economic hucksterism, the moronic popular culture, busybody family members, unsuccessful like-minded friends, and sometimes a spiritually dead yet domineering churches - these things all enslave a "Boobus".

A "Boobus" in corporate management is called "The Organization Man," (described by author William H. Whyte in his book of the same name), an executive or manager continually sucking up to the boss, craving a larger desk, bigger office, more petty bureaucratic power, an annual "merit" raise, a hefty bonus, stock options, executive perks such as a gold key to the executive wash room, and material and high society benefits to impress others such as company-paid country club memberships.

An "Organization Man" loves to perpetuate the status quo, stifle innovation, exercise control by writing and following worthless procedures, attend sterile corporate committee meetings, and squeeze out smart, creative subordinates deemed to be a "poor fit" with the firm.

"Free Agent Nation" has a chapter named "Bye, Bye Organization Guy." Both the "Organization Man" and long term employee are becoming part of a closed chapter in American history. Don't be left behind as a discarded particle in the dust bin of American history. Work for yourself instead.

Neither a "Boobus" nor an "Organization Man" be. Don't continue to live in the past. In today's world, the "old days" sometimes means last year. Change happens fast. You must keep up with it. The first step to being a "free agent" is to free yourself from the dominion and influence of others and start thinking for yourself in all areas of your life, getting sage advice when needed.



H. L. Mencken



You May Not Have Learned How To Think In School. **If Not, Learn To Think For Yourself Now.**

Robert Kiyosaki, author of the “Rich Dad, Poor Dad” book series, describes compulsory mass schooling by the government as an aberration of history. He’s right. In their present form, public schools are an outdated leftover from the Industrial Revolution. Public schools mass produce “students” as factories manufacture products on an assembly line.

See the similarities. Schools have bells, factories have whistles. Schools have report cards, factories have pay grades and scales. Success in school means pleasing the teacher, factory success means pleasing the boss.

But Robert Kiyosaki reminds us that, in the real world, bankers ask to see your financial statements, not your report cards.

Most public schools are creative graveyards, since student creativity is not developed; it’s smothered. All things are seen in black and white, right or wrong. The teacher’s “wisdom” is always right, the student’s view is usually wrong. Entrepreneurism usually is not taught or encouraged.

People get irate when public schools are criticized as a failure. But if they’re so successful, why is Florida’s adult population functioning at the third grade level, according to the Florida Chamber of Commerce? Why is the national reading level at only 7th grade? How come 50% the college graduates and 75% of high school graduates never read another book after graduation?

So, how could Bill Gates and Paul Allen (Microsoft founders), Larry Ellison (Oracle’s main man) and Michael Dell (Dell Computer) drop out of college and still become billionaires on the Forbes Magazine list?

Of the top 10 Forbes Magazine listed billionaires in the USA, five are the heirs (wife and adult children) of Wal-Mart founder Sam Walton. Bill Gates ranks first. Number 2 billionaire on the list is super-savvy mega-investor Warren Buffett, who has both bachelor’s and master’s degrees.

Hint: technology, distribution and creativity make billionaires today, not degrees and manufacturing. People of wealth are skilled at multiplying their money via savvy investments. You work to accumulate money. Then you invest it. Then your money works for you.

Why are school drop out rates so high? Public schools, including public colleges, often are irrelevant and obsolete - and students know it, even if parents, teachers and educators refuse to admit it.

Sadly, public schools keep doing what they always have done - producing armies of robotic workers for the now ended Industrial Revolution (non-thinking, servile, uncreative candidates for positions as first level supervisors, middle management paper pushers, factory workers and service industry clerks).

Now what does a modern AMSOIL Dealer do? He/she distributes products, recruits and trains new Dealers, and sources Account leads—using Internet technology. That’s the best of both worlds in the 21st century—distribution and technology.



Robert Kiyosaki





*Become An
AMSOIL Dealer
For Less Than
\$100*

The bottom line is simple. Of course, you should get as much formal education as you wish - high school diploma, college and even post-graduate degrees. But you must also realize the limitations of formal schooling to equip you to make serious money and own/operate your own business, including an AMSOIL Dealership. Never stop thinking for yourself and continuously learning new things - on your own.

You must work for yourself in "Free Agent Nation," marching to your own drumbeat and cheerfully disregarding advice from whiny, chronically unsuccessful, people - those depending on a change in the weather, good luck, winning a lottery, receiving an inheritance, finding a "dream job" (what an oxymoron!), or qualifying somehow for womb to the tomb government largesse.

We know of no better home-based, network marketing, self-employment opportunity than an AMSOIL Dealership in The Alquist Advantage Network. We have the only real AMSOIL Dealer Business Training website on the Internet coupled formal phone coaching by Shirley S. Alquist. Learn this business at your computer right at home.

Combined with AMSOIL's fabulous product training, you will be well equipped for success. You can get started for a total investment of under \$100. If needed, start your AMSOIL business part-time, moving to full-time when you make as much or more with AMSOIL than on your job. At that time, you can fire your boss.

Promise yourself that if you don't have at least a part-time AMSOIL business, you will have one no later than Home-Based Business Week October 10 to 16, 2004. That may be done by converting your AMSOIL Dealership from a casual hobby into a serious, lucrative business.



The Alquist Advantage

More Success Stuff For Reflection

1. Adjusted for inflation, from 1970 to 1999, employee purchasing power increased from \$32,522 to \$35,864 annually, per Robert Kiyosaki in "Who Took My Money?" Wow, a whopping 10% increase after 30 years of toil and loyalty! No wonder people use credit card debt to help meet their needs, despise their jobs, and 95% retire broke. (Solution: work for yourself).

2. Henry Ford said, "If you think you can, you can. If you think you can't, you can't. Either way, you're right." (Conclusion: if you think you can do AMSOIL as a profitable business, you can).



*Donald Trump
Living Large*

3. Donald Trump (aka "The Donald") advises us to "think big and live large." "Brand yourself and toot your horn." "Reflect three hours daily." "I only work with the best," he writes. (We agree -take time to think big, plan carefully, and never settle for second best outcomes or waste your time with second rate people).

4. Ray Krock, once a failing milkshake machine salesman, didn't invent McDonald's. Considering trends, he realized that his customers - local drug stores and "five and dime" stores - were becoming extinct. With bold vision, he realized the

McDonald brothers California restaurant could be expanded. He made a deal to franchise it. Next, he bought it. You know the rest of the story.

5. Underestimate Third World countries? Well, then, consider that India has a middle class with \$420 billion to spend. China has the world's six largest economy, growing at a breathtaking 9.4% annually for the last 25 years. By contrast, America and Europe's economics have been growing at stagnant rate of 2.0%. Since the three Bush Administration tax cuts, our growth is now closer to 4.0%, which is optimal. (Note: broaden your view of the world. You're not in Kansas anymore, Dorothy).



The Team Pat Cruse Rebuilt

6. Pat Cruse, who rebuilt the Philadelphia 76ers, writes in his book, "Lead Or Get Off The Pot," that there are seven things leaders must do:

- "Paint your vision in vivid colors."
- "Build a passionate team."
- "Preach your vision."
- "Walk the talk."
- "Listen with a leader's ear."
- "Slay them with super service."
- "Celebrate the journey."

Every AMSOIL Dealer is - or should be - a leader, improving daily.

7. In 2002, some 35% of all small businesses has a website. Now, two years later, 70% do. An AMSOIL Dealer owns and operates a small business. Do you have your own website (not an AMSOIL template)? If not, what are you waiting for? Does your website tell visitors about you and your business and why people should do business with you? If not, why not?

The Continuing Adventures Of John & Shirley

We were very busy with our AMSOIL business in 2002 and 2003. 2004 is no exception. Here are some the thee major things we have done thus far this year, as well as some future events and activities.

February 11-18, 2004

The Miami International Boat Show. Attended by 157,000 people from all over the United States and the world, we operated this show in our usual way - plus we previewed a new product for AMSOIL to determine customer acceptance, which was extremely positive. This was our first time for this show.



April 8-10, 2004

We exhibited at The Florida Show in Orlando. This is a trade show for towing and recovery owners/operators from all over the USA and 20 foreign countries. 12,000 attend each year. This was our second year at this event. These owners are in a profit squeeze caused by rising fuel costs and have to deal with EPA issues. AMSOIL diesel products help with both.



May 13, 2004

Shirley and Alquist Enterprises Win a "Business Of The Year Award" (Howard P. Ross Entrepreneurial Academy Graduate Category) from The St. Petersburg Area Chamber of Commerce. This is the first time ever



that a homebased, MLM business has won a "Business Of The Year Award" from this Chamber. The Chamber advertised all six winners on a billboard. The board is on US-19, the busiest north-south corridor in Pinellas County, which has a population of over 900,000 people.

May 20, 2004

Greater Brandon Chamber of Commerce Business Showcase & Taste Of Brandon. We exhibited at this evening event, attended by more than 1,000 people. This was the second year we exhibited there.



At AMSOIL University, from left, new Texas Dealer in The Alquist Advantage Network, Charles Almond; Shirley Alquist; Pat Grady, one of our upline guys; and John J. Alquist.

May 22-28, 2004

AMSOIL University, Superior, Wisconsin. John & Shirley joined more than 140 AMSOIL Dealers taking advantage

of this highly-motivational and intense learning experience. In addition to learning, John and Shirley presented an afternoon "Dealer Forum," teaching attendees how to do AMSOIL as a real business and including both the husband and the wife as active team players, using the skills of each.

June 4, 2004

Shirley's First Hot Air Balloon Flight.

Shirley and AMSOIL Dealer pal, Nancy Hamisak, took their first ever hot air balloon ride, starting before dawn, and flying 12 miles from North Tampa to Lutz.

June 19, 2004

Nikken 10,000 Healthy Millionaires in 100 Countries By 2010. This was part of Nikken's national tour featuring Kendall Cho, President & COO of Nikken North America, and well-known motivational speaker Bob Proctor. He worked with Earl Nightingale and has updated Nightingale's

classic works.

Nikken, well-established as an MLM for many years, markets magnets and far infrared (electro-magnetic radiation having wavelengths greater than those of visible light and shorter than those of microwaves) products. We use these products with great success.

Gathering competitive intelligence is wise. We compete both in the MLM and lubricant industries, and we must know what's going on in these two industries. We learned a lot here.

July 15, 2004

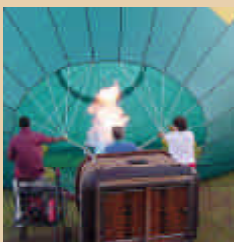
Audio Visual Innovations University, Saddlebrook University, Wesley Chapel, FL. Since we are trainers in our AMSOIL business, we want to get up to date with the latest audiovisual technology. AV and IT (information technology) got married, and these have converged. There were four seminars - plus an exhibit hall full of exhibitors from major vendors.

September 16-19, 2004 (Upcoming)

The Tampa Boat Show. This show is put on by the National Marine Manufacturers Association. This will be our third time there as exhibitors. Yearly attendance is in the 25,000 range.

October 14, 2004 (Upcoming)

BYOB (Be Your Own Boss) Fair, celebrating National Homebased Business Week, By The Oldsmar-Upper Tampa Bay Regional Chamber of Commerce. This was suggested by us. The Chamber agreed to do it and appoint us as "lead planners." This is like a job fair, only that the exhibitors are homebased business people offering opportunities, not employers offering jobs. Obviously, we will exhibit there. This event has been scheduled for National Homebased Business Week.



Shirley, right, helps the pilot, center, and another passenger, left, hold the balloon as it is inflated for takeoff for a 12 mile, one hour ride north.



Internet AMSOIL Dealer Recruiting- You Never Know What To Expect.

Ohio aircraft inspector Dave Coulter was an AMSOIL Dealer briefly years ago, but quit - not getting any upline communication, encouragement or instruction.

Knowing that he needed a real self-employment opportunity, Dave revisited the AMSOIL corporate website in late 2003, surfing some of its pages.

He encountered the October 2003 "Action News." The magazine's "Dealers In Action" section showed a female AMSOIL Dealer receiving the "Pioneer Award" from some other lady, who is President of the NAWBO (National Association of Women's Business Owners) Tampa Bay Chapter.

Dave couldn't recall ever seeing ladies on the "Dealers In Action" page. Most often, these "Dealers in Action" stories are about men tinkering with their well-lubricated machines.

But, upon closer inspection, this crafty aircraft inspector knew one of these women very well



Dave with Shirley At The 12 Hour Seminar

After quickly contacting Shirley, Dave became a AMSOIL Dealer again—and learned that Shirley is still teaching, but now she teaches AMSOIL, not academics, to "older kids in a larger classroom," to use her term. Dave is experiencing the formal Dealer Business Training system of The Alquist Advantage Network, including the intensive 12 hour

- his ageless, timeless Salem, Ohio high school English teacher of almost 20 years ago, Shirley M. Sundstrom (now Shirley S. Alquist). Dave couldn't believe it.

seminar in our home. He brought two newly-recruited downline Dealers with him. They flew from Ohio to Florida.

Dave also created his own business name, Synthetics'R'Us, and launched a professional AMSOIL Dealer website, **www.syntheticsrus.net**, as well as an exquisite, first class business card, and he is developing his Business Plan.

On the Internet, you never know who you will find. Dave found an open door to "Free Agent Nation" as a serious, business-minded AMSOIL Dealer. His wife and baby daughter—not to mention his growing downline—will benefit. Shirley rediscovered a student from her 35 year teaching career, and now she's teaching him again years later.

Sure, AMSOIL and other network marketing firms are "people businesses." The Internet helps to connect with more and more people - anytime, anywhere.

Many major "legacy" airlines are financially fluttering, caught in a downdraft of corporate managerial incompetence and efficient, smaller competitors. Eventually, many airlines employees will need another profession.

But the "law of lift" applies not only to aircraft, but to these working for themselves - people like Dave Coulter, cleared for takeoff and a life as an AMSOIL Dealer, lifted by the laws of life and business to greater heights.

Dave is a great example of the new breed of Dealers we seek - professionals ages 35-50 with powerful personal motivation to attain financial freedom and total success in life - distributing AMSOIL as a real business.



Adding Diversity To The Alquist Advantage Network



*Desi Martinez & His
AMSOIL-ized Machine*

Most people seem to prefer dealing with people much like them. While understandable, in business failure to practice diversity and inclusiveness can cost you money. We also think it is morally wrong to shun people of different racial and ethnic backgrounds. Therefore, The Alquist Advantage Network has a serious, ever-expanding diversity program.

We belong to the Tampa Bay Hispanic Chamber of Commerce. We also belong to one of its "business partners" referral groups, which meets weekly for lunch. Desi Martinez is President of one of these groups, the one we attend. Shirley is hospitality chair for that group.

Desi Martinez, shown above, is Vice President/General Counsel for Integrity, INC., a Tampa, FL commercial collection agency, and he is a Tampa Bay Hispanic Chamber Business Partners Group President.

He has started a second company, a comprehensive medical billing and collection firm, Unified Medical Billing Solutions, LLC. along with a local partner.



Left, Shirley S. Alquist, Vice President-Member Services, NAWBO Tampa Bay; center, Suzanne Pease, National President of NAWBO; and , right, Jody Knouse Poland, incoming President of NAWBO Tampa Bay.

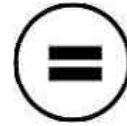
Desi uses AMSOIL products in his vehicle, saving time and money, particularly on trips to Texas to visit family, reducing gas fill ups from four to three each way. He is most pleased with AMSOIL's cost saving benefits and its performance improvements. Desi jokes, "AMSOIL is liquid crack for cars."

We actively seek women as customers and Dealers. Shirley has been active in business-oriented women's groups, and she is a Vice President & Member Services Chair for the Tampa Bay Chapter of the NAWBO, the National Association of Women Business Owners. One of our Georgia Dealers is

attempting to recruit a woman into his downline.

In addition, we are members of the Pinellas County Urban League.

Its Job Bank refers qualified people to us for



Pinellas County Urban League

333 31st Street North - St. Petersburg, FL - 727-327-2081

consideration as AMSOIL Dealers. And we are listed on the **floridablackfolks.com** website.

We recently signed up a local African-American Dealer locally who owns and operates a mobile brake repair service. We met him through the Oldsmar-Upper Tampa Bay Chamber of Commerce. He decided to join us after a Hispanic man from the Hispanic Chamber weekly lunch group gave us a strong, positive reference. We had no idea they were friends.

We are becoming more diverse in other ways, too. Whereas our Downline has many 50 plus male car repair afficiandos, we are targeting and adding newer, younger Dealers, ages 35 to 45, with strong business experience and an even stronger desire for self-employment and financial freedom.

Find ways to add diversity to your AMSOIL business. It's well worth it.

The Alquist Advantage is published by Alquist Enterprises, owned and operated by Shirley S. & John J. Alquist. It is not a publication of AMSOIL INC. Our newsletters are all posted on our website, www.tell-it-well.com/page105.htm as .pdf files. See all of the previous and future issues there.

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Shirley's Corner:

Reaching Higher Levels

Last month, I had the awesome privilege of having my first Hot Air Balloon Experience at 6 am in northern Tampa, FL. What an Experience those 10-12 miles were serenely sailing above the trees, the highways, the houses, and the lakes!

The initial urge for this unusual flight was birthed in December of '01 when I was facing my first Christmas Day as a widow. My daughter Crystal and her family would be spending Christmas with Paul's family in Ohio and my son Leland Jr. cannot get away from his responsibilities at the end of the year in CA. We had celebrated our Christmas together in November, so I was bracing for the "first" Christmas alone.

I had come through some horrendous hurdles during those previous eleven months and I didn't want to crumble on this "first anniversary." I wanted to do something that would symbolize "rising above" my situation and "soaring beyond" my dilemmas. I was determined to Conquer and not Sulk. I wanted to focus on Overcoming and not give in to Self Pity on this occasion. I refused to be Defeated, Depressed and Downcast. I would rise above it all. I would reach a Higher Level.

So what would be more appropriate than a Hot Air Balloon Ride? Well, another recent widow (and an AMSOIL Dealer) and I decided to show the world we WERE going to "rise above" and "fly beyond" our problems and SOAR - in a Hot Air Balloon!

Believe it or not, we had been trying since October '03 to get scheduled to fly, but a

crowded chart, winds or chilly temps (yes, we DO get these in FL!) kept us on the ground until June '04! But, finally, what an Experience!

I couldn't believe how calm and peaceful it was floating above the din of rush hour

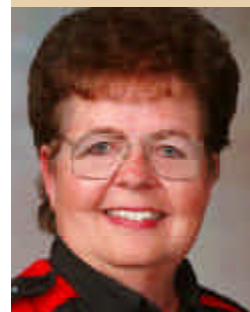


Three balloons reflect in the water, creating an illusion of six balloons.

Photo property of HAB of Florida, Inc. DBA Crystal Magic Balloon Company, Largo, Florida

traffic and the bustling of a new day beginning below. The sunrise was especially spectacular lifting the haze and fog behind us so we could view the downtown skyline awakening in the early morning rays. The shadow of our multi-color balloon tiptoed across the treetops and its colorful reflection was breathtaking hovering above several still, serene lakes. Nearby, birds of all sizes and colors were lazily swaying in the soft, gentle breeze looking for their breakfasts.

The inspiration of a New Day Dawning brought a special hush over our inner being. We were closer to our Creator. It was Quiet. Calm. Rejuvenating. Inspiring. And, yes, Uplifting.



Shirley S. Alquist



Things look different from 1300 feet up. Huge buildings are minute. Unsolvable problems are somehow miniscule from this vantage point. Rising above situations give you a much broader vision of what is around you, of resources available for you, a deeper perspective of what is possible for you.

Another significant experience about this unusual ride was that Pilot Ron Davis from Crystal Magic Balloon Company allowed us to prepare the balloon for take off (and also to assist in removing the air FROM the balloon upon landing). This durable colorful Balloon was a #105 made by Arrowstar and carries four passengers plus a pilot. Not an inch more!

After the balloon was unfolded in the huge yard via help from the van driver, two of us got to hold the bottom opening up so the cold air inflation could take place from a huge fan with a 5 hp engine with a 24 inch propeller. I will always remember that tremendous gust of air blowing past me as I strove to hold on to this immense inflating monster! I needed assistance so I wouldn't blow away inside this open-mouthed cavern in front of me!

Then after Pilot Ron infused helium inside this wave of many colors, all of us pulled this huge baby upright. Teamwork made it happen! We had a pilot who had flown many missions and was very capable and knowledgeable on how to get up off the ground, up in the air and return us safely. (We only scraped one tree branch on the descent!) And he had passengers eager to work to see us successful in our mission to reach higher levels than we had experienced before.

TEAMWORK is very important when trying to get our AMSOIL Business "off the ground." I encourage our AMSOIL Dealers to trust your "pilots," John and Shirley, to help you become airborne - to reach new levels of achievement in your AMSOIL Business. We supply several "helium gusts" to get you escalated for "lift off" with your AMSOIL Business.

Alquist Enterprises supplies our Dealers with the ONLY AMSOIL Business Training web site at www.train-them-well.com. We offer T-1 Certification, our Duplication System, a 12-hour Seminar, monthly meetings, quarterly newsletters requested even by Dealers outside our group, scheduled phone coaching and lots of communication by Email!

AMSOIL INC's web site (www.amsoil.com) gives phenomenal support, testimonials, home study courses and product training! AMSOIL's team of Staff and Directors are outstanding in their expertise to help you SOAR in your AMSOIL Business!

SEEING SIGNS OF "RISING DEALERS"

Several of our AMSOIL Dealers are preparing for higher levels of Success in their AMSOIL Business. Jerry and Betty Wolford from OH have achieved the Distinct Level of Direct Jobbers! Charles Almond from TX declares he will be DJ #2 by the end of December and he is a "young" Dealer of one year by Dec. He has set his sights to SOAR with his AMSOIL Business! Chuck Bryan from FL has set a tremendous record of over 70 ROTS Accounts and is reaping great checks resulting from his patient and consistent nurturing of these accounts! Since January of '04, we have T-1 Certified 6 Dealers: Dave Coulter, Frank Venstresca,



Carl Brinda, Tim Joy, John Vernick and Scott Buckles.

More signs of Dealers “Reaching Higher Levels” include Frank and Mary Haney joining their local Chamber of Commerce and inquiring of us how to do trade shows! Ralph Shelton and Joe St. John Jr. are also exploring expansion in this area.

Other “uplifting” signs include: 1) Dealers’ web sites are being enhanced 2) more ALTRUM products are being purchased by our downline 3) the total number of PCs is growing 4) Multi-year Dealer Renewals are expanding 5) increasing number of Dealers using our phone coaching 6) more Dealers are receiving a monthly check because they are systematically ordering 50 CCs monthly to qualify (DJs qualify with 100 monthly CCs) 7) the training web site is being hit more every month 8) more Dealers are becoming computer literate.



*Heading north from Tampa at 1,300 feet.
Everything below looks small and
manageable.*

machine to keep us at a specific altitude. Likewise, we, as AMSOIL Business Builders, must keep our own HELIUM injected into our Business Plan to successfully STAY Above our Competition, to Rise Beyond the Economy-whiners, to Stay Positive in a Negative Environment, and to Excel in our monthly income.

In order to keep our AMSOIL Business SOARING we need lots of HELIUM:

- H — Hard Work (it pays off!)
- E — Enthusiasm (Helping people either MAKE MONEY or SAVE MONEY!)
- L — Learning New Ways of Achieving Success in your AMSOIL Business
- I — Improving your Self (Developing sales skills, people skills, positive self-talk)
- U — Unleashing your Potential (Daring to Change; Challenge the Status Quo)
- M — Motivation (Know your Plan, Work your Plan, stay Focused on your Goal)

KEEPING MOMENTUM ONCE YOU ARE UP THERE

Getting “off the ground” takes a lot of Teamwork, Discipline and Willingness to Get Out of your Comfort Zone. Your AMSOIL Business is Multi-level Marketing and is NOT a “get-rich-quick” scheme. It takes time, perseverance and consistency to plant seeds, build credibility, get the necessary exposure, and keep focused on the residual income possibility.

Once you are “Up There,” it takes Effort and Strategies to STAY UP THERE. Our Pilot Ron kept occasional bursts of HELIUM shooting into the center of our floating



HOW IS YOUR HELIUM SUPPLY?
ENOUGH TO RAISE YOUR AMSOIL BUSINESS BALLOON
UP AND BEYOND EXPECTATIONS?

“Your hopes, dreams and aspirations are legitimate. They are trying to take you airborne, above the clouds, above the storms- if you will only let them.”- Dan Zadra in Thoughts to Give Wings to Your...Dreams



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F I R S T
C L A S S
P O S T A G E