

# The Alquist Advantage

The AMSOIL Newsletter of Shirley S. & John J. Alquist, Executive Direct Jobbers

## September 2002

### AMSOIL: A Health Company—Not Just An Oil Company

What? Say it isn't so! But it is.

AMSOIL oils and synthetic lubricants keep engines healthier better than anything else. Your "amsoilized" car engine may be much, much healthier than you are.

ALTRIUM nutritional products keep humans very healthy, and Aggrand fertilizers keep plants healthy. Aqua-Brite water filters enhance health by providing clean water. AMSOIL oils and lubricants keep engines healthy.

We're enclosing your copy of *Altrum News*,

featuring our once-sedentary Shirley, who at age 58 retired from a 35-year career in school teaching, went full time in AMSOIL, now exercises for one hour six times per week at 5:00 AM at the YMCA (she's

attained "Y rat" status) and continues taking her thorough daily regimen of ALTRIUM nutrients.

In only three months, Shirley can now move over 100 pounds on at least six Cybex machines, has reduced body fat and weight, and has improved her resting heart rate significantly. She's tread milling to

increase aerobic capacity doing double sets of weight repetitions to increase endurance.

Also ponder that 61% of Americans are overweight or obese, possibly including you. Is that because 62% "supersize" their fries at McDonald's but only 20% exercise regularly?

As Americans systematically ruin their health, many seek overpriced, synthetic prescription pills for all ills.

They seek a quick fix and miracle cure, viewing the doctor as a candyman, who prescribes "safe and effective" drugs.

As the years go by, many of these prescription pill poppers join the 2,216,000 hospitalized

patients suffering from serious adverse (legal) drug reactions each year. Says Dr. David Williams in his newsletter. Side effects, huh? Too many prescriptions, duh!!!

106,000 of these people die in the hospital annually from "serious adverse drug reactions," the fourth leading cause of death in this

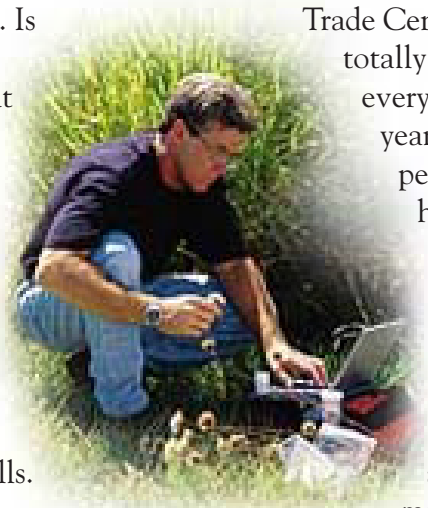
country, Dr. Williams reports. And you thought that only cocaine and street drugs were lethal!!!

In 9-11 terms, we would have to rebuild and blow up the World Trade Center buildings totally full of people every three weeks for a year to kill as many people as die in hospitals from "serious adverse drug reactions," Dr. Williams Notes.

We are outraged at the 9-11 murders of innocent people. We must be outraged at these needless in-hospital drug deaths.

Take responsibility for your own health, avoid prescription drugs except as a last resort, eat right, exercise and take ALTRIUM nutrients. That way, you will outlive many doctors, as George Burns did so well.

As an AMSOIL dealer, there is no excuse for an unhealthy engine or an unhealthy body. AMSOIL is really a health company, and it has health products for you, your engine and your plants.



## Financial Health, Too

Comparing April to July 2002 to the same four months in 2001, we increased our Group Commission Credits by 35% and our income from AMSOIL by 27%. The AMSOIL business did improve our financial health. We prescribe it all the time.

By selling more consumables, in addition to long-lasting oils and synthetics, you'll make your customers more healthy, as well as your bank account. Don't forget the Bosch line and the new BrightSide cleaning products, particularly T-6. They're income-producing consumables, too.

## Alquist Enterprises Unveils Its AMSOIL Dealer Website

Our dealers, customers, ROTS and Commercial accounts and consumers now have a new, useful tool—the AMSOIL section of the Alquist Enterprises' [www.tell-it-well.com](http://www.tell-it-well.com) website.

The website shows where to get AMSOIL oil changes and how to buy AMSOIL products online.

It details the marketing and advertising program as well as our trade and consumer show schedule, a list of monthly AMSOIL meetings—plus much more.

An effective dealer will use the AMSOIL's magnificent website [www.amsoil.com](http://www.amsoil.com) regularly to stay connected and up-to-date, as well as using our website.

## Not An Internet User? What's Your Excuse?

54 million American households (51% of total) were Internet users in August 2000, according to a U.S. Census Bureau study. The best customers for most premium products are heavy Internet users.

The same study shows that 88% of households earning over \$75,000 annually were Internet users, as were 77% of those with at least a college degree.

Less affluent, less educated people use the Internet—you guessed it—less. Only 28% of those earning under \$25,000, and only 46% with a high school diploma or less, are Internet users.

The "Pew Internet and American Life Project" shows that in May 2002, 93% of Internet users sent or read email, 75% researched a product or service online before buying, and 55% buy products online.

What does this mean to us? We

believe that AMSOIL makes premium products best sold to a market niche of upscale, more affluent customers to enhance and protect their investment in their expensive cars, boats, RV's and motorcycles—and upscale maintenance to service them.

You must have a dealer website to reach these upscale people.

If you refuse to use the Internet, particularly as a serious business and marketing tool, you will degrade yourself gradually from dealer to dinosaur. You will be left with less affluent, poorly educated folks unable to afford or understand AMSOIL product excellence and consumer benefits.

Some defiantly refuse to understand or use the Internet—or a computer, for that matter. The long-term price for such rigid stubbornness, we believe, is personal obsolescence leading to chronic unemployment, underemployment and/or sinking business income.



Get a grip, guys and gals. John's earliest technology was a manual Olympia typewriter in the '50's. Then an IBM Selectric in the '60's. After that, a way-too-slow Digital Equipment word processor in the late '70's.

Things change. You must change with them.

Now 60 and a proficient Internet user and website creator, John didn't know how to use the Internet or a computer seven years ago at age 53. If John can learn computers and the Internet after 52, what's your excuse?

## Shirley's Story Corner

I've got to tell you about our Dealer, Chuck Bryan. He became Preferred Customer last November. He wanted to just "try the oil," and by February, he wanted to sell these marvelous products that had made a difference with his two cars!

So we sent in the paperwork to transfer Chuck from PC to DLR status! He went ballistic with enthusiasm! He scoured the AMSOIL website for all the illustrations, testimonials and product data!

He downloaded brochures and data sheets, making a notebook for presentations! He hit the streets, going from shop to shop, to police departments, to taxi companies—talking AMSOIL!

He worked with us with the recent 37<sup>th</sup> Annual Tampa Boat Show and its 25,000 attendees, and he sounded like an AMSOIL veteran! About 10 days ago he informed us that he had not received his AMSOIL Business Manual!

Seven months had gone by, and he was promoting AMSOIL as if he had all the weapons he needed. He had mastered AMSOIL website and made *that* his source of information to carry on his business *without a manual!*

He has two ROTS Accounts posted on our website, [www.tell-it-well.com](http://www.tell-it-well.com), and a CA pending—plus several interviews in the works. Well, with our help, he received his Business Manual this week.

His exciting email said, "WOW! Lots of information and great resources (in Manual). *I have been doing a decent job till now, but watch me go now.*" I tip my hat to Chuck for his perseverance and his self-reliant intensity to *make things happen*—with or without a Business Manual!

He is not letting any grass grow under his feet, for sure! Remember that name. You will soon be seeing it in the *Action News* shortly, I'm sure!!

One last thing—Chuck is a 64 year-old "retired" manufacturing engineer with the energy of a teenager. No retirement for Chuck. He's starting a whole new chapter in his professional career.



## Spotlight On Susan

Dealer Susan Gedert of Hudson, Florida earned over 4,000 commission credits last month. That means that she made Direct Dealer for July 2002.

She is a recent widow (her late husband was an AMSOIL dealer) and took over his modest business and built it systematically, mostly via Commercial Accounts.

Susan takes care of her severely disabled 20 year old son. This limits her mobility and, as a result, she focuses on Commercial Accounts, including a lawn mower manufacturer inherited from her late husband's AMSOIL business.

A few months ago, Susan was not sure she would be an effective AMSOIL dealer. But our Shirley lifted Susan up and encouraged her to try—as she did when her late husband, Leland died in January 2001—to continue with AMSOIL

We're proud of you, Susan.



## Escaping Your Old Ideas

British economist John Maynard Keynes, author of "*The General Theory of Employment, Interest, and Money*" explains an "escape from habitual modes of thought and expression..."

He adds: "The difficulty lies not in the new ideas, but escaping from the old ones, which ramify, for those brought up as most of us have been, into every corner of our minds."

John & Shirley believe that a healthy mind for doing business today requires escaping from old ideas which are no longer true or relevant—things like "secure employment," "good jobs," fear of computers and the Internet, doing your AMSOIL business exactly the same way you did 15 years ago.

Spring and fall are times for serious housecleaning. We advise sweeping of cobwebs know as old ideas out of the corners of your minds as part of the housecleaning process.

## Alquist Success Tour Recap

John & Shirley, as mentioned in our last newsletter, hit the road in July, visiting our numerous dealers in Ohio and Pennsylvania and conducting meetings.

34 attended three meetings, representing 20 dealerships. We strongly encouraged dealers to bring their spouses to meetings. We used a questionnaire and all 20 dealerships responded.

Research caution is given as these 20 are not necessarily representative of our Ohio and Pennsylvania dealers as a whole, and any sample of 20 is too small to draw statistically significant conclusions.

Nevertheless, we learned these things:

- A. Half consider AMSOIL a hobby, half a business.
- B. Only half use their spouse as a business partner.
- C. All use AMSOIL lubricants & filters. 12 use ALTRIUM supplements, only 7 have AquaBrite filters, a slim 5 use AGGRAND products.
- D. Only 9 of 20 were familiar with the AMSOIL website, and only 2 use the AMSWIN program. But 15 read *Action News* regularly.

- E. Responses to “How we can help you?” 12 said newsletters; 7, to send email; 7, to get help with their dealer website creation; 5, to offer downloadable training material; 3, to get help with Business Plans; 2, to hold Alquist quarterly meetings in Ohio and Western Pennsylvania.

Alquist Action Plans: We do quarterly newsletters. This is the third. We send lots of email. We are exploring website assistance and business plan development on an individual basis. We will return to that area for additional meetings as increased sales make that viable.

We encourage dealers to upgrade:

- 1. From a low-key to hyperactive hobby, or,
- 2. From a hyperactive hobby to part-time business, or:
- 3. From a part time to full time business.

We implore to dealers to use the skills of your spouse in AMSOIL, making him/her a real business partner.

We plead with dealers to use and sell consumables. Remember, AMSOIL, INC. is really a health company, including a financial health company.

## Kudos To Other Dealers

Dealer Joe St. John, motivated by our Alquist Success Tour (July dealer meetings) in Ohio was “rekindled” into the AMSOIL business and put up his first AMSOIL dealer website.

Dealers Dave Moore, as well as Frank and Mary Haney, started monthly AMSOIL meetings in Ohio.

Larry McIntyre in Pennsylvania made Direct Dealer for June 2002. Good going, Larry.

Jerry Wolford of Ohio salvaged a former Commercial Account which expired five years ago. The company ordered more AMSOIL products, but needed their account reopened. Jerry handled it skillfully.

Since our June 2002 newsletter, we welcome our three new Florida ROTS Accounts—Jim’s Harley Davidson Of St. Petersburg, Spectre Powerboats, and Extreme Motorsports, Inc.

We welcome the new dealers we sponsored since our June 2002 newsletter—Travis Topa, Chris Gill, Sarah & Peter Roos, Al Gareau, and Dana Evans.

In Ohio, John C. Swart sponsored James Francis; Roger Thawley added Craig Weingart; Frank & Mary Haney brought Edward Baron and Richard Nedler into the business.

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