

Olson Marketing Monthly

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Your Amsoil Information News Source

New Synthetic 2-Stroke Injector Oil

[AMSOIL Synthetic 2-Stroke Injector Oil](#) reduces wear and maximizes engine life. Its high lubricity and reliable film strength help protect against piston scuffing and bearing wear.

Strenuous conditions define the normal operating environments of snowmobiles and boats. Without the right lubrication, two-stroke snowmobile engines and outboard motors run hotter, accumulate deposits and suffer a reduction in performance. [AMSOIL Synthetic 2-Stroke Injector Oil](#) offers the convenience of one formula for the tough conditions of all two-stroke recreational equipment requiring NMMA TC-W3 and API TC two-stroke oil. It's tested and proven to minimize wear and deposits that can damage internal components. [AMSOIL Synthetic 2-Stroke Injector Oil](#) provides quality and affordability for cost-conscious enthusiasts who want the benefits of synthetic two-stroke oil.

[AMSOIL Synthetic 2-Stroke Injector Oil](#) reduces wear and maximizes engine life. Its high lubricity and reliable film strength help protect against piston scuffing and bearing wear.

[AMSOIL Synthetic 2-Stroke Injector Oil](#) is clean burning. It is fortified with high-temperature detergent and dispersant additives and naturally resists harmful deposits that cause ring-sticking, ring-jacking and exhaust power valve sticking.

[AMSOIL Synthetic 2-Stroke Injector Oil](#) is ideal for direct-injection outboard motors, snowmobiles and personal watercraft (PWC).

[AMSOIL Synthetic 2-Stroke Injector Oil](#) provides cold-temperature fluidity with a pour point lower than -60°F. Rapid oil flow on cold starts ensures oil reaches vital components quickly and helps prevent damaging, dry starts.

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New Preferred Customers

Todd Wilson
Bellevue, NE

Chase Griffith
Cincinnati, OH

Cody Merritt
Avoca, NE

Brandon Betts
Hallam, NE

New Commercial Account

S & M Services
Goodland, KS

New Retail Accounts

J-Rod's Repair
Goodland, KS

True Value Hardware
Falls City, NE

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How to find out information about your vehicle.

The most common question I get asked is "What do I buy for my vehicle?"

Every vehicle is built differently and each require a unique combination of fluids. For example, many vehicles do not use Power Steering fluid in their power steering system. They actually use Automatic Transmission Fluid.

The question above usually gets followed by, "How much do I buy?"

Again, every vehicle is built differently and each require a different amount.

When I am helping someone find information about their vehicle, I first write down their VIN number. The VIN number stands for Vehicle Identification Number, which is always located in the lower corner of the windshield on the driver side (outside looking in).

I then log on to decode-this.com and enter the VIN number in their free VIN decoder. This will bring up a lot of information but you really only need the Year, Make, Model, and Engine Size.



I then take that information and log on to Amsoil.com. On the main page of Amsoil.com (under "I Need Products For:") select the vehicle type and put in the year. Then click on the drop down menus for your specific vehicle. (Hint: the engine code is the 8th digit of the VIN number)

After entering your vehicle's information, Amsoil will bring up the [Online Product Application Guide](#) for your specific vehicle. This will provide you with all of the fluid recommendations, filters, spark plugs, windshield wipers, and much more. Additionally, at the bottom, it will give you the capacities for each of the fluids and even the torque recommendations for various components.

If you are planning on performing some of the preventative maintenance or even repairs on your vehicle, I always recommend buying a Chilton or Haynes repair manual which provides you with even more information about your vehicle. Additionally, you can call your local auto parts dealer and ask them questions.

Another great location for some basic information is your owner's manual. Fun fact...Your car owner's manual has been rated #1 on the list of least read books.

One more great resource is to contact your local Amsoil Dealer.

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Protect your equipment.

Storing Lawn, Garden, and Handheld equipment for extended periods of time.



1. Stabilize fuel with [Amsoil Gasoline Stabilizer](#) or [Amsoil Quick-shot](#).
2. Change oil and filter (on four-stroke engines) at least once a year. If it is being stored it is preferable to change the oil and filter before a long storage period.
3. Fog engine with [Amsoil Engine Fogging Oil](#) (if applicable) - This is a good idea for four-stroke engines too, but fogging is a must for two stroke engines if they are being stored for 30 days or more.
4. Wash off grass, dirt, wood chips, etc.
5. Apply [Amsoil MP Metal Protector](#) to exposed metal parts to prevent rust.
6. Equipment is best stored indoors. If left outside, protect it with a cover.

Following these simple steps can keep your equipment in peak operating condition, even when it's not in use for several months. An hour or two of preventative maintenance now means next spring you'll be spending more time in your yard instead of in the shed tearing apart dirty carburetors.

The Altrum Minute

Strong Immune System Helps Fight Off Colds, Flu

Ah-choo! You're bound to hear that sound — along with sniffing, coughing, and nose-blowing — every winter when cold-and-flu season sprinkles its misery on just about everyone.

Up to 20 percent of Americans get the flu every year, and Americans suffer one billion colds. Children get colds and the flu more often than adults. Some kids get as many as 12 colds a year, while adults average two to four, according to the Harvard Medical School Guide to the Common Cold.

A cold and the flu are both caused by viruses, tiny infectious agents that can survive only by getting inside the cells of animals or humans.

One of the differences between a cold and the flu is the kind of virus that causes each. The flu, medically known as influenza, is always caused by one of the influenza viruses. Colds (also known as viral rhinitis, nasopharyngitis or nonspecific upper respiratory infections), on the other hand, can be caused by more than 200 different viruses — and that estimate includes only the viruses doctors know about.

The viruses that cause as many as 50 percent of colds in adults have not even been identified. The biggest offender, called the rhinovirus, causes up to 40 percent of colds and has about 100 distinct types, according to Harvard researchers.

Is it a Cold or the Flu?

Symptoms of the common cold typically appear one to three days after exposure to a cold virus. The symptoms of runny nose, cough, nasal congestions, sore throat, sneezing, watery eyes, headache, body aches and fever can make us miserable.

Flu symptoms can be mild or severe, and can come on suddenly. Symptoms generally appear one to four days after exposure to the virus.

Symptoms of the flu include chills, fever, aches and extreme tiredness and may include nausea, vomiting and other gastrointestinal problems.

These viruses are contagious and can be passed from one person to another.

Curb the Spread of Colds and Flu

Frequent hand washing can help curb the spread of the viruses that cause colds and flu. Hand sanitizers can also help. Avoid touching your eyes, nose or mouth to keep germs away. Covering a cough with a tissue or coughing into the elbow helps reduce exposure of others.



Learn more at:
AltrumOnline.com

Build a Strong Defense

Your immune system is your best defense against the viruses that can lay you low. Keep it strong with a lifestyle that includes regular exercise, a healthy diet that includes plenty of fresh vegetables and fruits, lots of water and vitamins and nutritional supplements to so that your body's defenses are always strong and working effectively.

In addition to lifestyle, some supplements and nutrients in specific foods are especially well-known for their effectiveness in boosting the immune system and helping to ward off the viruses that cause colds and flu, or treat their symptoms. Here is a partial list.

* [Probiotics](#) can help balance the immune system, helping it to function at peak efficiency.

* [Vitamin C](#) and [Zinc](#) have been found to help bolster immune function, which may protect against the viruses or may help shorten the duration of a cold or the flu.

* [Garlic](#) has been used in many cultures to help bolster immune function. Researchers in one study reported the use of garlic reduced the incidence of colds in participants by half and shortened recovery time for people who caught a cold.

* [Children's Chewable Multi](#), [Orange Juice Chewable C](#) and [AJ's Ultra Multi](#) will help keep your body prepared this season.

Dealer's Zone

By Don Olson ZO#4901

Coming to your (snail) mail in the near future: **"Business Plan to help you build your business."**

With your E-mail address I will include each month a single way for you to build your business.

Any one way you use will help to increase your monthly volume, thus increasing your monthly bonus.

Also, hints for you to increase your relationships with your customers and accounts.

How to get new accounts.

How to increase your monthly volume.

Money saving tax tips.

I must have your E-mail for you to receive these valuable hints and updates. No spam, just great information.

For those wanting to increase your monthly volume please contact me via my special E-mail account: dono637@outlook.com. I will use this account to help you grow your business and increase your profitability.

Hint #1

First, and foremost: Use the products. Use at least one new product AMSOIL, Inc. offers each month! (A product you haven't used before). You cannot tell a customer/account how great products are unless you are using them!

Preferred Customers, Retail Accounts, Commercial Accounts (and wannabees) contact me through the special E-mail address (dono637@outlook.com) and I will work with you to ensure you get the most from your account as well as helping you to become more profitable in 2014!

Looking for another stream of income in your retirement – whether it is two years, five years, ten years or more from now. Contact me at the special E-mail address (dono637@outlook.com) for your tips and hints on how you can accumulate another income in your 'retirement' years.



Shop Talk

with Jon Olson

One of the classes I teach to high school students is consumer maintenance. Simply put, the premise of the class can be summed up into one phrase - "How to maintain things and fix stuff that breaks."

I strategically place a few basic automotive preventative maintenance lab activities throughout the class because most of my students own cars and most of them have no clue about caring for a vehicle. One such activity involves students checking their fluids, tire pressure, battery terminals, etc.

One particular student owned a truck and upon checking the tire pressure noted that the pressure exceeded 70 psi. I casually let him know that 70 psi was a little excessive for a tire to be pressurized at. He assured me that he had filled it up correctly and the tire is suppose to be filled that full.

Usually there are markings on your driver's side door panel that indicate the proper psi rating. Not in this case. Nor did he have an owner's manual, which also indicates the proper psi rating.

I said, "What does the side of your tire say?" After looking for a moment he said, "Max Tire Pressure 40 psi." I explained that 40 psi is the maximum safe tire pressure which means that if you have a ton of bricks in the truck bed and 5 football players in the cab, the tires shouldn't exceed 40 psi. "No-Load" tire pressure is typically around 30-35psi.

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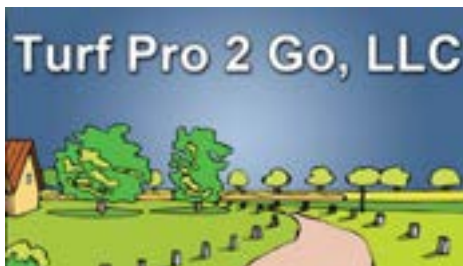
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**Your Business
Info Here...
For Free!**

AMSOIL Business Partners

FREE FREE FREE

If you have a Store Front Retail outlet or use AM-SOIL products in your business and are registered with AMSOIL, Inc. under ZO# 4901 or ZO# 10458 you qualify for free advertising in the Olson Marketing Monthly Newsletter.

Send me a link to your website and information on how you can be contacted by our wonderful dealer/customer database.

Current circulation over 500 across the Continental United States, Canada and Alaska ... and growing

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