

Olson Marketing
Monthly

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Your Amsoil Information News Source

Amsoil Goes Beyond Cars

I often ask people if they have heard of Amsoil before.

The two most common responses I hear is:

“No”

and

“They make car stuff right?”

Since I began working more closely with Amsoil and their products I have continually found that Amsoil product applications go way beyond just cars.

I am a huge advocate for preventative maintenance and educating people on preventative maintenance procedures. Often people will ask me, “How do I service this type of equipment?” or “What are the maintenance procedures for this type of machinery?” Inevitably, the maintenance procedures always include the use of some type of lubricant and I always recommend the best...Amsoil.

In my position as a shop teacher, I work with equipment in the transportation industry, woodworking and construction industry, metalworking industry, and beyond.

One thing I routinely find is that extremely smart people working for huge companies develop amazingly complex and expensive pieces of equipment but recommend the cheapest products to protect that equipment.

I contacted one particular manufacturer a few years back regarding their recommendations for the proper lubricant on a piece of equipment, and I had a hard time finding someone who could give me a clear answer. They were more than knowledgeable about explaining anything and everything related to every working component on the machine, but they didn't have the information on what lubricant they recommend to protect those parts.

Recently, I had the opportunity to create a service video on a different piece of equipment.

[Click here to watch the video.](#)



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Keep it Running. Grease It Good.

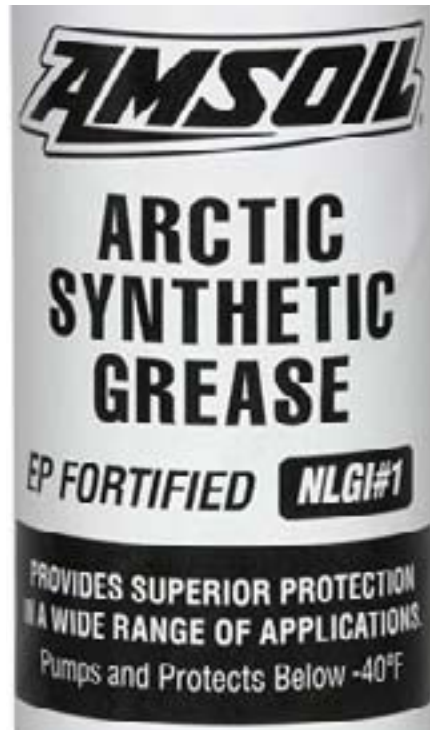
The video from page 1 demonstrates one application for Amsoil Grease. With that particular piece of equipment [Amsoil's Synthetic High Viscosity Lithium Complex Grease](#) was used.



For the average person, [Amsoil's Synthetic Multi-Purpose Grease NLGI #2](#) will be the "go to" grease. Most often this will be used with many types of bearings, electric motors, presses, winches, bushings, chassis lubrication, u-joints, ball joints, tie-rod ends, and steering knuckles.



Since this newsletter reaches people all across the nation in every imaginable industry, Amsoil has developed a new grease called [Arctic Synthetic Grease](#).



[AMSOIL Arctic Synthetic Grease](#) provides extreme low-temperature pumpability and superior protection for equipment operating in harsh climates where temperatures drop well below freezing, ensuring superior load and wear protection where conventional greases are ineffective.

When I first saw this product I thought about the Discovery Channel TV shows that take place in Alaska. I think about the additional stress the cold has on the equipment and the frequent breakdowns...perhaps they could reduce the frequency of breakdowns with a little extra protection from Amsoil.

I Didn't Know That.

Have you ever been spraying Amsoil's MP Metal Protector and the pressure from the can causes the little red straw thingy to shoot off. And when it shoots off, it flies into some location that is impossible to reach so you spend ten minutes attempting to reach it until you get the idea to get a piece of duct tape, roll it backwards so the sticky side is out, attach it to the end of a yard stick, and use the yard stick to reach the little red straw thingy.

Then when you have finally retrieved the little red straw thingy you reinstall it back in the nozzle of the can of Metal Protector only to have it shoot off again because you didn't push it into the nozzle hole far enough. And of course it once again flies into that one location in your garage that is impossible to reach.

I was browsing through Amsoil's products the other day and came across [Aerosol Straw Holders](#). I didn't know they had those.



The Altrum Minute



New Product From Altrum:

[Nutritional Drink Mix](#) goes beyond your ordinary Protein Shakes by including many additional benefits.

[ALTRUM Nutritional Drink Mix](#) has a rich chocolate flavor that delivers high-quality whey protein, fiber, vitamins and minerals, enzymes, proprietary fruit-and-vegetable powder blend and HMB, a metabolite that can help reduce soreness from exercise and maintain lean muscle mass.

Directions: Combine one scoop (33g) of [Nutritional Drink Mix](#) with 8 fluid ounces of cold milk or water and blend well.

Note: Mixing it with milk will give you an additional 8 grams of protein.

Learn more at:
AltrumOnline.com

Spotlight Products

Top Altrum Products
to Check Out:

[A.J.'s Ultra Multi](#)

* [A.J.'s Ultra Multi](#) contains more than 14 supplements in one formula that provides significant levels of every nutrient considered important for human health.

* No other multi compares in the number of health and energy-supporting ingredients.

* [Ultra Multi](#) is your foundation for great nutritional support in this age of on-the-go lifestyles.

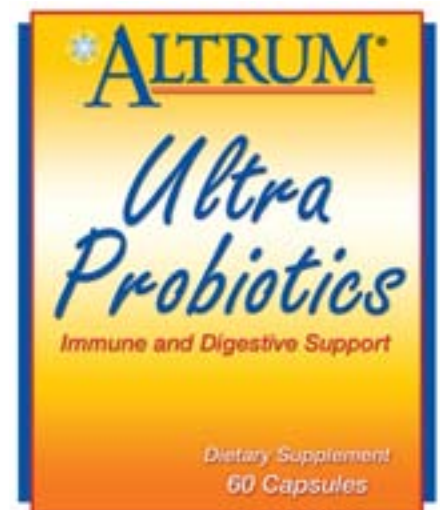
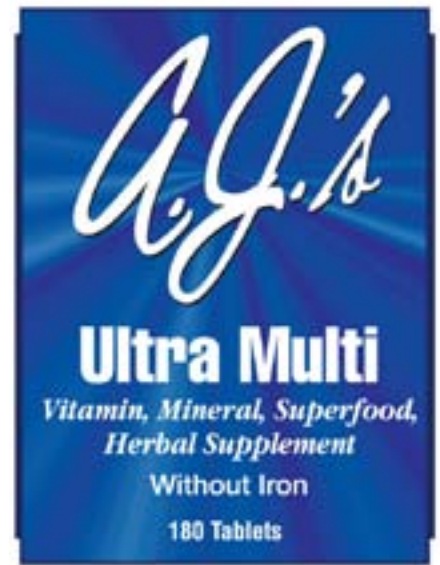
[Nutritional Oils](#)

* [Nutritional Oils](#) is a vital supplement for a healthy lifestyle providing EFAs your body needs on a daily basis.

* [Nutritional Oils](#) is an all-in-one EFA (essential fatty acid) formula providing omega 3, 6 and 9, EPA, DHA and GLA from 1200 mg of flax, borage and fish each per day.

[Ultra Probiotics](#)

* [Probiotics](#) enhance the immune system by favorably altering the GI tract micro-ecology. They prevent unfriendly organisms from gaining a foothold in the body, as well as the overgrowth of yeast and fungus, thus, improving digestive support.



Learn more at:
AltrumOnline.com

Shop Talk

with Jon Olson

I had a former student come visit me the other day and was telling me about his truck. He had just recently put a new engine in it due to two blown head gaskets that were not addressed in a timely manner. Knowing this particular individual, it doesn't surprise me. That may sound a little mean, but as an instructor I have to keep in mind that all I can do is provide my students with the knowledge and experience to make good choices when it comes to vehicle maintenance and repairs. The application portion is up to the students. When they leave my class, it is their choice to apply the knowledge and procedures that I have taught them, or choose their own path.

This particular incident with this individual obviously did not turn out very well for him. However, more times than not I have former students telling me how they caught a potential problem well before it became a major issue.

Blown head gaskets are extremely common as the weather begins to change at the end of a winter season. If you notice a good deal of white smoke coming out of your exhaust pipe (not due to the hot exhaust on a cold day). It is a very likely indication that you have antifreeze leaking through the head gasket into the combustion chamber.

If not addressed it can cause engine failure and damage of many components.

Check Your Coolant

Visually check your coolant levels once a month. If your coolant is low each time you check, then it could indicate that you have a leak.

Test your coolant with [Amsoil Antifreeze Test Strips](#) once every three months to ensure your coolant has proper freeze and boil-over protection. Over time, coolant will lose its capability to prevent your engine from freezing and overheating. This will lead to engine malfunction and damage.

Ensure your vehicle is protected with [Amsoil's Propylene Glycol Antifreeze and Engine Coolant](#). It is much safer than conventional antifreeze and lasts up to three times as long. The revolutionary formulation provides maximum antifreeze and cooling protection in the most extreme temperatures and operating conditions.



Dealer's Zone

By Don Olson ZO#4901

Be Friendly – Talk to people every day. Not necessarily regarding AMSOIL. Just get comfortable conversing with someone new every day. Before you leave the conversation offer the person your business card and tell them, “Here’s my contact information ... let’s keep in touch”. Or “Let’s talk again.”

You’ll be surprised at how many of those acquaintances will actually look at your card and investigate your website. Sometimes you will see an order, or a new Preferred Customer.

For those Dealers wanting to build their business, take advantage of the deductions for tax purposes, plug in with other dealers in our group by sharing what has worked for you and what has not worked; send me an Email at dono637@outlook.com to be part of 4901’s “inner circle”.

If you are a Preferred Customer and want to learn more about what AMSOIL has to offer – even for an added income when it comes time for your retirement, contact me at the above Email and I will let you know all about building a stream of income for the future. No obligation; if you are interested – great. If you are not interested that is fine also.



AMSOIL BUSINESS PARTNERS



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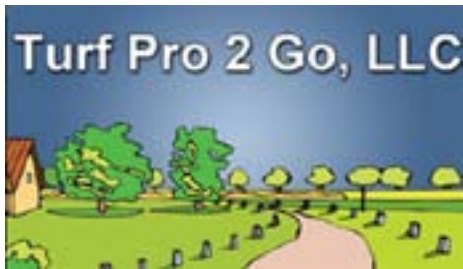
Red Dog Carpet Cleaning
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**Your Business
Info Here...
For Free!**

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 2500 across the Continental United States, Canada and Alaska ... and growing

Dealer Contact

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