

Olson Marketing

Monthly

May 2015 - Issue #45

Your Amsoil Information News Source

Service Your Lawn Mower with Amsoil

It is important that all our equipment be serviced using Amsoil products. Not only is it designed to supersede manufacturer specifications, it is also designed to protect your equipment well beyond normal wear and tear. Whether you admit it or not, there has been a time or two over the last year where you have run your engine harder than you probably should

have. Perhaps it was a lawn mower that you didn't have time to change the oil in...maybe a weed trimmer you ran in too dense of vegetation...or possibly you have an edger or tiller that you were given as a hand-me-down and have not taken the time to service. Whatever the case may be, ensuring your small engine power equipment is protected with Amsoil will protect your engine beyond normal wear and tear. Even with an old hand-me-down piece of equipment, Amsoil products will provide the extra protection they need and in many cases, Amsoil will help restore engine performance that has been degraded by second rate lubricants.

Congratulations:

New Preferred Customers

Sam Munns
Lincoln, NE

James Swanigan
Lincoln, NE

Joel Wasser
Lincoln, NE

David Reiter
Eagle, NE

New Catalog Customers

Russel Cornelson
Woodville, WI

Matt Holmquist
Blaine, MN

What's inside?

- Amsoil Question of the Month.....p. 2
- Altrum Dares to Compare.....p. 3
- Vision Power
- Grow with AgGrand.....p. 3
- Soil Analysis
- Shop Talk With Jon Olson.....p. 4
- Dealer Zone with Don Olson.....p. 4



Check it out by clicking

[HERE](#)

Dealer Contact

Lincoln

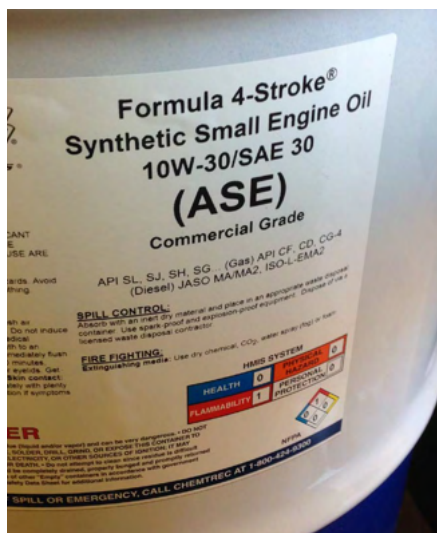
Don & Peg Olson
ZO# 4901
402-489-3930

www.lubedealer.com/4901
diolson@windstream.net

Omaha

Jon & Stacey Olson
ZO# 10458

402-990-7940 (text or call)
www.lubedealer.com/10458
teacherjon@gmail.com



Amsoil Question of the Month

What's the proper interval for Oil and Filter changes for my vehicle?

I'm running the [AMSOIL Signature Series Oil](#) in my car ... I only put on about 7,000 miles to 9,000 miles per year. I should be able to run it for at least two years, right?

Answer: NO. The oil is manufactured for 25,000 miles OR one year whichever occurs FIRST.

Here's the scoop. If you use the OE oil you need to change it every three months OR up to 5,000 miles whichever occurs FIRST.

If you are using the XL oil you need to change it every six months OR 12,000 miles whichever occurs FIRST.

If you are using the Signature series you need to change your oil every 25,000 miles OR one year whichever occurs FIRST.

Here's why. The base stocks are the same in all three of the oils. The additive package (detergents, etc.) are warranted for that mileage or duration. So, if you think you can run your oil longer than what is determined by the manufacturer (AMSOIL) to be safe, you are taking the risk upon yourself. If you had a failure that you feel is due to the oil, you will have to submit as much of the oil to AM-SOIL to have them evaluate it to determine if the failure was due to the lubricant or some other mechanical problem.

You may want to change the type of oil that you use. Maybe the OE for 3 months is right for you. Maybe the XL for six months is the better choice for you. And for maximum protection for the longest time is the Signature Series (25,000 miles or one year). This saves you time in the shop getting your oil and filter changed (because you should change your filter each time you change your oil) and it saves you the cost of the time it takes to change your oil. If you do it yourself you will spend less time under your car and more time with your hobby or family. The choice is yours. However, you definitely should abide by the manufacturer's recommendations. Figuring the cost of the oil and filters plus the garage fees you will easily see that the signature series is the most economical. Remember too, just because you have a year or 25,000 miles before changing your oil again, you still have to check your oil level AT LEAST every two to three months.

Just having the oil in your engine produces chemical reactions that degrade the additive package whether you drive it or not. What I do is I usually change my oil once a year (Signature Series and an AMSOIL Absolute Efficiency oil filter). I have chosen to change it in September. That way I know when it is due for an oil change and there is no guesswork or forgetting when it was last changed. I usually put less than 15,000 miles a year on my vehicle.

This is one place in your life that

you don't want to cut corners. AMSOIL does not cut corners, their product is tested many times to ensure you are getting the correct product every time!

I would suggest setting up a schedule for each vehicle maintenance at the proper time ... or mileage. Then abide by that schedule. What could be easier to put on the calendar or in your day timer the MONTH that you are to change your oil?

If you need help with setting up a schedule please contact us and we will help you with setting up your schedule.

You should have a schedule for each vehicle, for oil changes, coolant, brake fluid, power steering fluid, transmission fluid, and differential fluids. If you "park your vehicle" in the AMSOIL Garage you can set up your own schedule and have AMSOIL Garage send you an Email for a reminder ... a free service of AMSOIL Garage.



Altrum Dares to Compare - Part 7

Grow with AgGrand

BENEFITS	GNC PREVENTIVE NUTRITION EYE HEALTH	ALTRUM VISION POWER
CALORIE AND FAT FREE	NO	YES
VITAMIN D	NO	YES (33 IU per capsule)
SUPERFOOD BLEND (Carrots, Spinach, Kale...)	NO	YES
Price	\$1.17 per dose (2 per day)	\$0.93 per dose (3 per day)

Information from gnc.com
As of 2/15/2014 (Prices and Formulations may be subject to change)

Nutritionally Strengthen Your Eyes

The eyes need daily nutritional protection from aging, oxidative damage, and environmental stresses such as wind, extreme temperatures, vehicle exhaust, dust, dirt, everyday chemicals and UV light. Every part of the eye – retina, lens, cornea, iris, optic nerve, tear duct and even the eyelid – is crucial for sharp vision and benefits from specific nutrients.

[Vision Power](#) is an advanced, multi-nutrient eye formula that provides the most highly prized, essential nutrients to strengthen and protect your eyes.*

Nutritionally supports healthy, normal eye function that helps:

Night vision*

Keep eyesight strong and sharp*

End eye strain, blurred vision and dry, irritated eyes*

Promote normal visual function and acuity*

Promote circulation and nourish eye tissue*

Strengthen and protect eyes from harmful UV radiation*

A study published in the Journal of the American Medical Association emphasizes the importance

of proper nutrition for maintaining eye health. In fact, a growing number of eye care professionals now recommend eye supplements. [Vision Power](#) provides the combined antioxidant power and protection of carotenoids, lutein, lycopene, zeaxanthin, alpha lipoic acid and much more. You won't find this level of nutritional vision support in any other eye health product.

Suggested Use: Six capsules daily, preferably in divided amounts of three capsules each, with a meal. For nutritional eye maintenance, take three daily. For the highest premium nutritional eye support, take six per day. This product is best when used as part of a program that includes ALTRUM products, [Ultra Daily Enzymes](#), [Ultra Omega 3](#) and [Ultra Multis](#).



Learn more at:
AltrumOnline.com

AgGrand carries several products that can dramatically improve the health of your lawn. However, it is important to know what and how much of each product will best suit your lawn.

Did you know that AgGrand carries a [Soil Sample Analysis Kit](#) (Item Code: G1374) that can help with determining the correct application procedures for their products.

AgGrand has provided an information video to help understand the basics of how this process works.



After taking your soil sample, it is mailed to Midwest Laboratories, located in Omaha, Nebraska where it is analyzed and the results are identified.

Don't forget a [hose-end sprayer](#) for application of your products.



Learn more at:
AgGrand.com

Shop Talk

with Jon Olson

Last month I participated in a school fund-raiser where myself and 30 other teachers and students performed the annual maintenance on lawn mowers.

Our goal was to service 250 lawn mowers. Since we did not know what makes/models of lawn mowers we would be servicing we decided that it would be best to use [Amsoil's Formula 4-Stroke 10W-30/SAE 30 Small Engine Oil](#) which covers pretty much all makes/models. After calculating the quantity of oil that would be required for 250 mowers it was evident that purchasing a 30 gallon drum would both save money and reduce waste (compared to purchasing quart or gallon containers).

Service included cleaning the air filter, draining/replacing the oil, power washing, blade sharpening/balancing, removal of old gasoline and spark plug replacement.

After a long day and a lot of hard work. We successfully reached our goal of servicing 250 mowers.



Dealer's Zone

By Don Olson ZO#4901

T1 Certification

Opportunity is the lock on your business. Open that lock by turning the T1 certification key.

T1 Certification unlocks many opportunities that will help build your business. For instance go to www.amsoil.com home page and click on the yellow wedge in the upper right hand column that says, "Find AMSOIL near you." Then type in my zip code 68516. Then select "Independent AM-SOIL Dealer".

You will notice that you can see my address, phone, directions, website, and any retail accounts that are registered and doing business.

I would say I get at least an average of 2 new accounts each month from this website. However, you must be T1 certified and performing AMSOIL business in order to qualify to have an AMSOIL website. Cost is \$30.00 to set it up and \$20.00 per year to keep it up. Quite economical for generating approximately 24 new customers per year!

If you need help getting going please contact me and I will assist. T1 certification booklets are on line, the test is on line (open book) and it is not that hard to become T1 certified!

See you at AMSOIL University
May 17 – May 20!