



***How to
Promote Your
Business***

T-1 CERTIFICATION SERIES
BOOK 3

What Is Business Promotion?



An AMSOIL business can only succeed when people know about it. What is for sale? Where is the location? What are the hours of operation?

Business promotion is the means by which the word gets out about the business. Dealers already know many of the tools used for business promotion: Internet, newspapers, radio, television, Yellow Pages, direct mail, word of mouth. AMSOIL also offers promotional materials for Dealers, including logo wear, storefront signs, mugs, pens and much more.

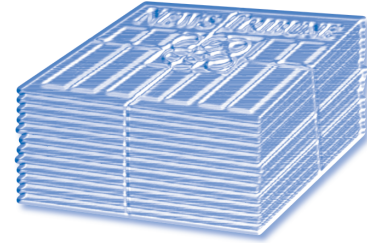
AMSOIL business promotion can be divided into external promotions and internal promotions. External promotions educate the public about the business and motivate consumers to buy AMSOIL products. Internal promotions educate those involved in the business and motivate them to sell effectively.

Most successful AMSOIL Dealers offer the AMSOIL opportunity, as well as the products, to others. They sponsor new Dealers and earn additional income from AMSOIL based on the performance of those new Dealers. Internal promotions are useful for helping the Dealers in your group manage their businesses effectively and profitably. Internal promotions include Dealer meetings, Dealer newsletters, Dealer email and the use of AMSOIL publications.

The promotional efforts of the AMSOIL Corporate Office will be an asset in building an AMSOIL business. AMSOIL actively works to develop a visible presence, through ads and press releases, in the magazines and periodicals that service the various industries that AMSOIL serves. By sponsoring both national and regional race programs, AMSOIL has built a platform for stronger consumer awareness.

External Promotions

AMSOIL makes it easy to educate the public about a Dealer's business and motivate consumers to purchase products.



Identify The Business

Retail signs

(G3213) "Move Up To AMSOIL"

(G1700) "AMSOIL Synthetic Motor Oils Sold Here"

Heavy-duty two-sided signs for interior or exterior use.

A-Frame sign

(G3203) Lightweight, durable A-Frame sign presents an excellent way to advertise AMSOIL products outside a business, trade show booth, etc. Double-sided inserts (sold separately) display eye-catching messages and graphics.

Logo wear

AMSOIL offers a variety of jackets, shirts and caps embroidered with the AMSOIL logo.

Promotional Items

Through the AMSOIL Print Center linked to the main page of the Dealer Zone at www.amsoil.com, Dealers can order customizable business cards, catalog labels, magnetic car signs and more. AMSOIL offers Stationery (G71) and Envelopes (G72) to help consumers identify individual businesses. AMSOIL also offers promotional items bearing the AMSOIL logo that are suitable for giveaways, including pens, mugs, calendars and more.

Literature

AMSOIL offers a full line of literature, ranging from application brochures (e.g. *AMSOIL Products for Motor Homes*) and product data bulletins, to DVDs designed to help attract new Dealers to the AMSOIL business.

Refer to the *AMSOIL Literature and Business Tools Catalog* (G1045), the *AMSOIL Casual Apparel & Promotional Items Catalog* (G1650) and the *AMSOIL Literature & Sales Aids Price List* (G15) for information on ordering literature and promotional items.

Reach Customers

The AMSOIL Retail Catalog

The *AMSOIL Retail Catalog* (G100), a mail-order catalog of AMSOIL products, may be used as a handout piece or direct-mail piece. The catalog familiarizes readers with the story of AMSOIL, the benefits of using synthetic lubricants

The AMSOIL corporate website provides up-to-date information for all potential AMSOIL customers.

and the AMSOIL business opportunity, and offers popular products for sale in single or multiple units through convenient credit card telephone ordering.

Internet

The AMSOIL corporate website (www.amsoil.com) offers secure online ordering for all AMSOIL customers and accounts. The site also features AMSOIL corporate history, detailed information about each product, current news about AMSOIL and the lubrication industry, testimonials and information about the AMSOIL business opportunity.

AMSOIL offers Dealer website hosting services. Options include a Basic Dealer Website or customizable Dealer websites that Dealers can build using an AMSOIL online web wizard. This allows Dealers to build their websites on their own under the domain of www.lubedealer.com/dealname. Dealers get to choose the “dealname” part of the address. This service is offered through the Premium Dealer Zone and costs \$9.95 per month. The Premium Dealer Zone also includes access to online Dealer reports. Dealers may also create websites of their own using the AMSOIL logos, graphics and pictures available for download in the Dealer Zone. All websites must be approved by AMSOIL by clicking the “Register Your Site” link under Services > Dealer Websites.

Dealers can place an electronic version of the AMSOIL Retail Catalog (G100) on their websites that contains “Shop Online” buttons on each page. When a new customer clicks the button, the Dealer’s ZO (Dealer) number is carried automatically to the AMSOIL secure online store, awarding the Dealer the commission credits for the sale. ZO-transferring links may also be embedded within personal communications, such as email messages to customers or online forum posts, that send the recipient directly to the AMSOIL website with the Dealer’s ZO number attached. ZO-transferring links may also be placed on social media sites, such as Facebook™ or Twitter™, allowing those without a Dealer website opportunities to promote their businesses via the Internet. These links are available with installation instructions by clicking the “Link Your Site” link under Services > Dealer Websites.

For a complete copy of the AMSOIL Marketing Plan (G47A), which includes policies governing online promotional activities, visit Business Tools > Literature > Dealer Literature, or write to the Assistant Web Developer, AMSOIL INC., 925 Tower Ave., Superior, WI 54880

Trade Shows and Fairs

Many Dealers successfully promote AMSOIL products and the AMSOIL business opportunity and register new customers and accounts at trade shows, fairs or race events using a booth equipped with product, *Dealer & Preferred Customer Application Forms* (G18C), display or demonstration materials and most importantly, well-informed, well-dressed, cheerful AMSOIL Dealers. All Dealers in a booth should wear AMSOIL nametags (G99). To order a customized name tag, click the “Name Badge” link under the Business Tools flyout menu. Wearing an AMSOIL polo shirt, neat, casual slacks and comfortable shoes is appropriate at most trade shows, fairs and race events.

AMSOIL Trade Show Tents and Indoor Display Wall

AMSOIL offers two AMSOIL-branded trade show tents and an indoor display wall. Available to AMSOIL Dealers at cost, these top-quality, easy-setup tents are offered in 10' x 10' and 10' x 20' sizes, while the display wall measures 90" x 89.5" (7.5' x 7.46') and includes two LED lights. For more information and pictures, visit the Dealer Zone at www.amsoil.com. In addition, a limited rental program for the indoor display wall is available to T-1 Certified Dealers. Contact the Trade Show Department for details.

Take plenty of *Dealer & Preferred Customer Application Forms* (G18C), *Retail Program Packets* (G1001) and *Commercial Program Packets* (G1007) and use them to register Dealers, Preferred Customers and accounts after determining their program qualifications.

Check the *AMSOIL Literature and Business Tools Catalog* (G1045), the *AMSOIL Casual Apparel & Promotional Items Catalog* (G1650) and the *AMSOIL Literature & Sales Aids Price List* (G15) for literature and promotional items to distribute. AMSOIL also provides T-1 Certified Dealers co-op support for trade show entry fees and literature to be distributed at the show. See the Dealer Co-op Trade Show Form (G2075) for details.

Sponsoring Race Cars and Other Activities

Many AMSOIL Dealers promote their businesses by sponsoring racing teams. Most provide product for the race team, and in return, the driver displays AMSOIL decals on the vehicle. Many Dealers also sign up new

Most daily papers print press releases and calendars of community events at no charge.

Dealers at races and other activities surrounding racing. AMSOIL offers co-op support for race sponsorships. See the Dealer Race Co-op Form (G2074) for details.

Online and Print Advertising

Dealers may use advertising materials supplied by AMSOIL or create their own materials. Ready-made materials include:

AMSOIL logos, product photos and web banners - AMSOIL logos, product photos and web banners are available by clicking the “Digital Assets” link under the Business Tools flyout menu in the Dealer Zone.

Low-Cost Local Advertising

Flyers - A simple 8.5" x 11" flyer stating the business name, hours and product line posted on free public bulletin boards, such as those in grocery stores, creates awareness of new AMSOIL Dealerships. Distribute flyers door-to-door throughout a neighborhood or get permission from local businesses to place flyers under customers' windshield wipers.

Offering an incentive helps get shoppers into the business. For example, note on a flyer the offer of a gift to those who shop during a grand opening, then give shoppers a small gift, such as an AMSOIL cap, pen or coffee mug.

Advantages: *Flyers are inexpensive to produce and display.*

Tips: *Eye-appeal is all-important. Flyers should contain minimal copy. While colored paper may be an attention-getter, readability is more important. Be sure the paper and ink have enough contrast for readability.*

Newspapers

Most weekly shopping papers offer free classified advertising and nominally priced display advertising. Weekly shoppers are the preferred advertising medium for many AMSOIL Dealers since the shopper is good for a week. Be sure to advertise the AMSOIL opportunity as well as the products.

While most daily papers don't offer free advertising, they do print press releases and calendars of community events at no charge. Call the business desk and see if the paper might publish a short press release about the opening of an AMSOIL business. Stick to the who, what, why, where and when facts when writing a press release. Make it shorter than a double-spaced, type-written page. Include a contact name and phone number. Also include the date the press release should appear. If the date doesn't matter, indicate “for release at will” and let the editor choose when to use it.

Some papers include special advertising supplements at regular intervals. Check with the advertising department of the local paper. It may be possible to submit an article on car care at no cost.

Advantage: *Wide readership.*

Tips: *Contact the newspaper for particulars on submitting press releases, display advertising and classified advertising. Ask about the deadline for submissions, where to send materials, dimensions and word counts.*

Direct Mail

Define the market - Markets may be targeted geographically or demographically. Check the Yellow Pages for mail list vendors.

Create the piece - Consult the local postmaster about bulk mail requirements before creating a piece to allow the use of the lowest mailing rates.

Standard 8.5" x 11" single-page pieces are easy and inexpensive to prepare and mail.

Print the piece on a home computer or have it done at a local printer. Be sure the mailing block conforms with postal requirements. Pieces created for bulk mail may be bumped into a higher postage rate if the mailing block does not conform.

Mailing - Again, consult the local postmaster or local mailing service for instructions on mail preparation, including sorting and bundling, for lowest rates.

Advantages: *Inexpensive way to reach numerous potential customers.*

Tips: *The personal letter has been proven successful. Letters should be short and to the point. Begin with benefits to the reader. Follow with supporting material. End by repeating the benefits in a new way. Add a P.S. with an "act now and receive ..." or similar offer. The P.S. should appear to have been handwritten in the margin.*

Yellow Pages

AMSOIL has contracted with Global Advertising to provide Yellow Pages service to all Dealers. Global Advertising helps Dealers choose the best directories for their ads, finds the lowest rates for ads and assists in creating and designing ads for maximum effectiveness. Global Advertising may be contacted at (800) 774-9529 or (951) 674-0616, ext. 2.

Helping Retail Accounts Reach Mutual Customers

AMSOIL Dealers may sell product to retail outlets such as an auto parts store through the AMSOIL Retail Account Program (see G1302 for details). AMSOIL makes it easy to promote AMSOIL products to retail accounts and to help retailers promote AMSOIL products.

AMSOIL Service Line

AMSOIL produces a quarterly four-page newsletter, *Service Line*, and provides it to all active accounts free of charge. The *Service Line* newsletter is written in a quick-read format designed to keep retailers and commercial business owners up to date on industry issues and AMSOIL product news.

AMSOIL Cooperative Advertising Plan for Retailers

All purchases of AMSOIL products by a retail account generate co-op credit, which they can use toward the purchase of qualified advertising or AMSOIL literature and promotional items.

Qualified advertising includes advertising in the Yellow Pages; newspapers, shoppers and magazines; radio and television. Dealers and accounts may create their own ads, which must be submitted to AMSOIL for approval before use.

See the *AMSOIL Cooperative Advertising Plan (G1071)* for details.

A Final Note

Dealers must submit their external promotions ideas to AMSOIL and receive written approval of their ideas before engaging in promotional activities. In their promotions, Dealers must also:

- Identify themselves as “Independent AMSOIL Dealers” or “Independent AMSOIL Direct Jobbers.” They may not identify themselves as “AMSOIL INC.,” or as employees of AMSOIL INC.
- Dealers must use the ® registered trademark symbol with each use of the AMSOIL logo. The AMSOIL logo may not be altered. For example, the proportion of height to width may not be changed. Dealers must use the ® registered trademark symbol with each use of the slogan, “The First

AMSOIL makes it easy to promote AMSOIL products.

in Synthetics,” even when the slogan appears with the AMSOIL logo.

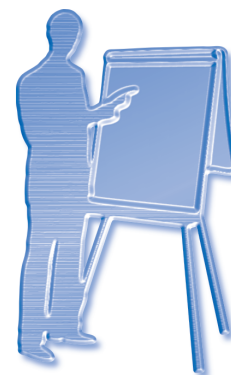
- See the AMSOIL Marketing Plan (G47A) for regulations regarding advertising.

Internal Promotions

Dealers who register other Dealers directly benefit from educating and motivating new Dealers to work their businesses.

General Co-op Program

AMSOIL offers cash or product support to T-1 Certified Dealers for trade show and race sponsorship promotions. Co-op request forms (G2074 and G2075) are available from the AMSOIL Literature Department or in the Dealer Zone by visiting [Business Tools > Literature > Forms](#).



Co-op Meeting Program

AMSOIL encourages Dealers to hold educational and motivational meetings for Dealers they've sponsored by offering incentives through the Co-op Meeting Program according to the following schedule. Dealers must be T-1 Certified to participate.

Dealer: \$10 literature coupon for holding a meeting with three or more Dealers in attendance

Account Direct: \$15 literature coupon for holding a meeting with three or more Dealers in attendance

Direct Dealer and Direct Jobber: \$15 credit for holding a meeting with three or more Dealers in attendance

Premiere Direct Jobber: \$25 credit for holding a meeting with five or more Dealers in attendance

Executive Direct Jobber: \$50 credit for holding a meeting with seven or more Dealers in attendance

Master Direct Jobber: \$75 credit for holding a meeting with 10 or more Dealers in attendance

Regency Direct Jobber: \$100 credit for holding a meeting with 13 or more Dealers in attendance

Any Direct Jobber: \$200 in Co-op Meeting Dollars for holding a meeting with more than 50 Dealers in attendance (one Direct Jobber qualifies for the \$200 credit for meetings jointly held with more than one Direct Jobber)

Dealers who publish newsletters or ezines report that recognition of the Dealers in their personal group is an extremely effective motivational tool.

These rules govern participation:

1. The Dealer hosting the meeting must submit a meeting announcement to be posted in the Dealer Zone prior to the meeting. In the Dealer Zone, visit Training > Dealer Meetings > Add or Edit a Meeting.
2. The meeting must be open to all AMSOIL Dealers.
3. Only AMSOIL business may be discussed at the meeting.
4. The hosting Dealer must submit meeting results and an attendance list within 30 days.
5. Payment will be determined by the attendance and recognition level schedule (p. 9).
6. Offer is only good for one meeting per month.

Dealer Newsletters or Ezines

AMSOIL Dealers report success in motivating and educating Dealers through distribution of their own newsletters or ezines, which are usually published quarterly or monthly.

Dealers are welcome to reprint articles from *AMSOIL Magazine*, *AMSOIL Hotwire* and *AMSOIL Service Line* for use in their newsletters or ezines.

Dealers who publish newsletters or ezines report that recognition of the Dealers in their personal group is an extremely effective motivational tool. Most devote significant space to Dealer recognition.

Dealer newsletters and ezines need not be long or extremely professional. Most newsletters are produced on home computers, printed on home printers or photocopy machines and mailed as regular mail.

AMSOIL offers labels for Dealer newsletters in the Premium Dealer Zone (Services > Reports > Labels).

For more help

Dealers should ask their AMSOIL sponsors and Direct Jobbers for ideas on effective AMSOIL business promotion. Or ask the local Chamber of Commerce and SCORE chapter for ideas. Most Chamber and SCORE services are available free or for a small fee. Check the city government pages for listings.

AMSOIL Resources

AMSOIL Periodical Literature

AMSOIL publishes a number of periodical literature pieces that Dealers may reproduce in newsletters and ezines or use in meetings. See table below.



AMSOIL Literature

AMSOIL Literature & Sales Aids Price List (G15)

AMSOIL Literature and Business Tools Catalog (G1045)

AMSOIL Casual Apparel & Promotional Items Catalog (G1650)

AMSOIL Cooperative Advertising Plan for Retailers (G1071)

AMSOIL Periodical Literature

Publication	Format	Focus	For
AMSOIL Magazine	Magazine	All products	All Dealers and PCs
ALTRUM News	Magazine	ALTRUM	ALTRUM Customers
ALTRUM Focus	E-Newsletter	ALTRUM	ALTRUM Customers
AGGRAND News	Newsletter	AGGRAND	AGGRAND Customers
Hotwire	E-Newsletter	AMSOIL	Direct Jobbers and Premium Dealer Zone Subscribers
OAI News	E-Newsletter	Oil Analysis	Oil Analyzers, Inc. Customers
Service Line	Newsletter/ E-Newsletter	AMSOIL	Retail & Com'l Accts
AMSOIL News	E-Newsletter	AMSOIL	AMSOIL Customers
Checkered Flag	E-Newsletter	AMSOIL Racing	AMSOIL Racing Fans

Selling AMSOIL Products

Now that you've learned how to start and promote your AMSOIL business, it's time to move on to Book 4 of the T-1 Certification Series, *How to Sell AMSOIL Products (G1229)*. *How to Sell AMSOIL Products* details effective sales techniques AMSOIL Dealers can use to earn sales.

AMSOIL INC. retains the right to make modifications and/or revisions to the programs, procedures and information contained herein.

AMSOIL products and Dealership information are available from your local AMSOIL Dealer.

