



## Congratulations to Our Newest Founders!



Herb Escher and Christine Page

**"IT'S SIMPLE, IT'S STRAIGHT FORWARD,  
SO LET'S GO FOR IT!"**

Herb and Christine may have missed the boat in Kelowna back in June, but as new Founders, they'll definitely make the next one. After only three months in the business, it's clear they're pretty excited to reach this goal, so quickly, and look forward to many new friendships.

**"We feel like members of the elite,** now," says Herb. "This is such a great opportunity, and we're meeting so many wonderful people."

Herb and Christine became involved with Bi-Tron, after Christine met Mark Olney at a business course they attended. He became her computer technician, and built her PC. When she went to pick up her new computer, Duane Andrew happened to be there as well.

"He had recently sponsored Mark, and mentioned Bi-Tron to me. I'm always open to new ideas, but not mechanically inclined, so when he mentioned car additives, I thought...oh...okay...I'll run it by Herb." And **she's glad she did!**

**Simple to use & easy to explain.** "I thought it would be tough to break into a man's industry, but the products are simple to use, easy to explain, and there are so many tools and resources available to help you with your business. We immediately saw the great opportunity, here. And the management team members are so approachable and comfortable to work with, as well."

They point out **this is a ground-floor business, a terrific product that everyone needs, and has a lucrative compensation plan,** so coming in as Founders only made sense. And, they agree, as others do, the **timing is right for these products.**

And time being such an important commodity, Herb, as a full-time BobCat operator, and Christine, a home-based esthetician, and mother, they see this business as an opportunity to regain quality time for the pleasures in life. "We knew there had to be something more to life; we're tired of trading time for money, so it's pretty exciting to see those extra cheques roll in."

Christine says, that she didn't quite understand the compensation plan at first, but **she sure understands the obvious 20-30% savings in their fuel costs,** and Herb noticed immediate results in the BobCat he operates—even in his lawn mower. "It's quieter, runs a lot better, and I can cut the grass twice on one tank of gas," he says. Clearly impressed, they believe Bi-Tron is a unique and brilliant product.

Herb and Christine had been involved with another MLM company for about six years, and feel that network marketing is **definitely the way to go,** as it gives you more freedom, helps develop personal growth, and builds relationships with people you wouldn't otherwise meet. "That's what networking companies do for you—brings together people with like-minds."

And that's just how it happened for Herb and Christine. They first met at an MLM function in Calgary, where he was working at the time; she was living there after emigrating in '98 from England, where she owned her own salon. They solidified their relationship in Dusseldorf, Germany, where they both attended another MLM gala, then moved to Kelowna in October, 2001.

The couple sees Bi-Tron helping them to **achieve a more-balanced lifestyle, and to help others,** Christine offers these tips: **believe in yourself and others, be teachable, never quit, always do what's right for others, and share tools and info to help others achieve their goals.** "Consistency is the key to success," she says.

In keeping with the advise from Christine, they have already registered for the Penticton conference in October, and would emphasize the need for training and ongoing support for everyone, who is serious about building a Bi-Tron business.

**Congratulations and continued success from the Bi-Tron family.**



# Register Now for Pentiction!

Book Early for our second Leadership Conference. This time we are being hosted in spectacular Pentiction, BC. Seats are filling up fast and space is limited.



Remember, it has been said many times in this Industry that **“Often the growth of your business will be directly proportional to the amount of your people that you get to these major Corporate Training Events.”**

We strongly urge, that, if you are serious about building your Bi-Tron business, you and your spouse attend with as many of your Bi-Tron team as possible. There are many exciting announcements and initiatives that will be launched.

The cost for our October Leadership Training at the Pentiction Conference Center is going to be \$249 per couple, \$166 for a single. The conference will be held over the weekend of October 22, 23 and 24th.

This represents a great value. The three-day event will be invaluable when it comes to developing the skills and assimilating the information you need to be successful in your Bi-Tron Business.

**Friday** will be a big day for the qualified leaders prior to the main event commencing Friday evening.

All day training Saturday followed by a gala dinner and evenings entertainment packed with recognition, awards and prizes.

Sunday will be another day of comprehensive training designed to boost your business to the next level. Make it your mission to be there with as many of your team as you can.

## Announcing our Early Bird Special!

We are pleased to announce that we have **Special Pricing** for the rest of August.

A pair of tickets is \$172.50 or a single \$115

Take advantage of this not-to-be repeated pricing **by the end of August**, and be entered into the prize draws.

Please be aware that space is **very limited!**. This means that you must register early to guarantee your seat, and have your team register early as well.

This event will book up fast so [act now](#).

This represents fantastic value; it includes all the training and materials, gala dinner and related evening festivities.

## This Special Price is Effective Only Until August 31st, 2004

Show true leadership by bringing your team of leaders to meet the Bi-Tron Corporate Team; enjoy two days of insightful training; meet other Bi-Tron Leaders who are as excited as you are to build their business and just have fun with a group of people who share your vision.

## Don't wait, set the example for your team!



## Send Us Your Bi-Tron Story

My story about network marketing started about twenty years ago. During that period, I've seen some really strong products. Bi-Tron is like that. They are really strong products and are fairly easy to demonstrate - you just put Bi-Tron in your vehicle and it starts producing results immediately. My 1979 ¾ ton Chevy van has always been notorious for its gas guzzling, low mileage.

Although it offered only 6 ½ to 7 miles per gallon while pulling a trailer, it generally averages around 10 miles per gallon. The last few months, prior to joining Bi-Tron, it was averaging 10.2 MPG. Always interested in performance, I was curious what results it would give if tried on just the Bi-Tron Gasoline Conditioner. So, on the first full tank of gas after I added the product, the mileage went up by 27%. I was amazed and encouraged!

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# Autoship Program Even More Flexible

As you all know, the Autoship program is one of the cornerstones of building a solid stable Bi-Tron Business. The more people that you have in your organization who are regularly receiving and distributing their Bi-Tron products, the more stable and reliable will be your residual income stream. Simply use the Bi-Tron products, and ask others to use them.

**We are excited to announce** some changes to the Autoship program. In response to requests from the field and the high demand for our fuel treatment products, we are adding to the Autoship options.

**In order to maximize your commissions and bonuses** in the Unilevel plan the \$100 PV Autoship Pro Pack has been the best choice. With all the summer driving taking place our Distributors are noticing just how consumable these awesome fuel conditioners really are.

In response to this we are making available an eight-pack of either diesel or gasoline conditioner. A couple of families simply adding the fuel conditioner when they gas up their vehicles can consume the products by themselves on a monthly basis.

We want to make it even easier for you and your customers to save on fuel costs now!

**The 8-pack of gas** or diesel wholesales for US\$104 PV or \$140 CDN and has a retail value of \$175.20. Remember that this optional monthly purchase program **qualifies you for all your commissions and bonuses** in both the Binary and Unilevel. It represents a saving of almost 50 PV over regular purchases.

We are even going to make available the **One Car Pack** as an additional option. The current Autoship pack does not carry the full line but now with a one car pack you can set your goal of completely Bi-Tronising one entirely new vehicle each and every month.

For a \$5 administrative fee you can even switch your Autoship around up to seven days before it runs on the 15th of the month.

You can order a 4-pack of either gas or diesel and still participate at the reduced level of commissions.

Phone Sarah at the corporate office 604 484 5839 this week and choose the option that suits your business best!

# Autoship Contest

Autoship your team to success!

**Join in the latest Bi-Tron Contest and you could win this fantastic TV / VCR / DVD Combination!**

Contest to run for 3 months: August, September & October; 1<sup>st</sup> 2<sup>nd</sup> & 3<sup>rd</sup>—Placed points winners and Draw winners will be recognized on stage at the October conference.



## How to Qualify:

1 Point earns you 1 ticket in October's prize draw.

Sign up for Autoship Pro and you will receive 10 Points.

Sign up for Autoship Lite, you get 3 Points.

If you Personally sponsor a Distributor who signs up for Autoship Pro you receive 5 Points.

If your new Personally sponsored Distributor only signs up for Autoship Lite you get only 2 Points.

A Second Level Autoship Pro is worth 10 points. A second level Autoship Lite earns you 3 Points.

If a Personally sponsored Distributor upgrades from Autoship Lite to Pro you earn 3 Points

Points are awarded each month, i.e. each month you are on Autoship Pro you receive 10 points.

Points are awarded for each newly registered Autoship and continue each month they stay on the program.

You must have remained on Autoship and be at the conference to qualify.

**The winners will be recognized on stage at the October conference.**





## FIELD BUSINESS MEETINGS AND TRAININGS



Dick Simmonds

### A Message from the President!

As exciting and dramatic as our **Binary program** is, don't lose focus on the **Unilevel** part of our marketing program. The Unilevel program is simple and effective and when properly managed, can

develop into a substantial residual income and can offer long term stability. The **Autoship** feature is a very convenient and effective way to ensure that you and your team enjoy the full benefits of the Plan.

By helping each and every distributor whom you personally introduce to the Bi-Tron products and opportunity and by explaining, and helping others to understand the power of leveraged distribution, you can build a significant business that can change your life and the lives of those you care for.

This business is not about super-sales-people going out and retailing huge amounts of product or selling large commercial accounts, although that may develop within your organization, it is about a large number of people each doing a small amount of work, using the products themselves, and sharing of them with others on a consistent basis in order to reach their goals

The **Autoship program** is a critical element in helping to create the proper culture in your business. With our compressed Unilevel paying 10% on all your first level for all your personally referred distributors, and 20% on your second level for helping your personally sponsored distributors each develop two legs, you can be at break even with as few as six people in your business. It is crucial that you work in depth to try to help everyone achieve the same or even greater success than you have. That, after all, is what the business is about.

Take advantage of the Autoship contest before the conference. Make it a goal to be recognized for your leadership! See you on Stage!

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On the next tank of gas, I added the recommended amount of Gasoline Conditioner and also added the Engine Formulation. The results were an amazing 33% improvement in mileage. Since then it has settled back to around

31 to 32% increase in mileage. So, because I now travel as far on three tanks of gas as I used to go on four, it's like getting every fourth tank of gas at no cost. With gas prices sitting at \$.985 per liter, that was \$73.30 at the most recent fill. All four of our vehicles are on a steady diet of Bi-Tron products.

Neil Lensen, Sidney, BC

### PLAN YOUR WEEK @ BI-TRON

#### MONDAY

Live Leadership Conference Call  
**Monday Evening** 7:00 p.m. (P.S.T)  
 To attend these live and exciting calls please call:  
**1-212-990-8000**  
 and enter the pin number **1524#**.

#### TUESDAY

##### THIS WEEK @ BI-TRON

**JOIN GEORGE MOEN FOR LUNCH!**  
**LIVE on the web via streaming video**  
**Invite your prospects to learn about Bi-Tron**  
**Join them online at <http://biz.hsnis.com/>**

**Streaming LIVE at Noon PST**

#### WEDNESDAY

##### KELOWNA

**7:00 p.m. registration 7:30 p.m. start**

Comfort Inn

1655 Westgate Road (Hwy 97 South)

Kelowna (Westside), B.C.

#### THURSDAY

##### LANGLEY TRAINING CENTER

**7:00 p.m. registration 7:30 p.m. start**

August 5th & 19th

Sundel Square Shopping Center

108-20218 Fraser Highway (1 block E of 201<sup>st</sup>)

Langley, BC

#### SUNDAY AUGUST 8th

##### KELOWNA

Comfort Inn 1:30 for 2pm Start

1655 Westgate Road (Hwy 97 South)

Kelowna (Westside), B.C.

#### SUNDAY SEPTEMBER 12th

##### PEACH ORCHARD BEACH, SUMMERLAND BC

**Pot Luck Picnic from 1pm on**

**All Distributors, Guests, Friends & Family,  
 Young & Old Warmly Welcomed**