

Friday January 16th, 2004

Happy New Year!



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BSc, Hons, MBA
Chief Operating Officer

Happy New Year to everyone! What a hectic one it has been here at corporate headquarters. The New Year has commenced with a flurry of activity.

We are excited with the progress that has been made on our Back office support center software. It is undergoing final beta testing and is ready for general release.

Binary Commissions for December and the first week of January have been run. The cheques are in the mail and will be paid weekly from this point on. The Unilevel Commissions from December including the December Autoship run have been processed and will go out today.

You will be receiving separate email notification of your unique web address, username and temporary

password. Once you receive your password please access your back office and change it to your own unique and secure version. Please feel free to walk through and review your back office. It includes access to both your Binary and Unilevel genealogies. Take a moment or two to review their accuracy. The site is live as are the shopping carts. We'd encourage you to use the site to register your new distributors and shop for products yourself from your back office. Send potential customers to your main website and enable them to purchase products at retail.

To Enroll new Distributors or purchase products from your retail store simply click on the buttons at the bottom of your main replicated site's homepage and follow the links. To take advantage of your wholesale prices order from your back office.

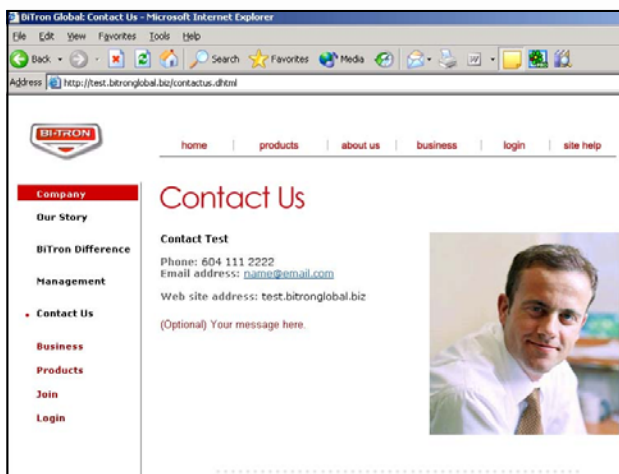
Be sure to take the time to let your customers know that smaller orders, as with any internet or mail order scenario, will cost disproportionately more to ship so they'd be better off ordering enough product to Bitronise at least a couple of cars to make shipping more economical.

When you review your online library you'll see we have a large number of forms, policies and procedures, compensation plan detail and product literature, everything you need to be successful in your business.

You'll also find that you are able to customize your personal website with your own digital photograph and update your email addresses and contact information and even your website name.

Please feel free to provide us with your feedback and any questions you may have. Remember, we're here to help you build your business.

Customize Your Web Site



Inside this issue:

| | |
|---------------------------------------|---|
| <i>Happy New Year</i> | 1 |
| <i>Customize Your Web Site</i> | 1 |
| <i>Jump Start Your Year</i> | 2 |
| <i>Invest In Yourself</i> | 3 |
| <i>Technical Information Bulletin</i> | 4 |



Jump Start Your Year

Start the New Year and your new business off with a bang. Create some momentum early. Follow up with all the contacts you'll have made over the holiday season. Let them know that you've started a new business. Pique their interest with this simple question:

"Hey do you have a second? I know you're busy and don't have any extra time but if there was a way you could generate residual income on a part time basis without changing your schedule, would you want to know about it?"

If they aren't interested don't worry, don't be disappointed and don't start trying to sell them on why they should be. Ask instead if they drive a car and would like to save money on their monthly fuel bill, protect the investment in their car and do some small part to help the environment, oh and by the way, help you in your new business? Maybe they are not interested in joining you in building a residual income right now, but who wouldn't be interested in one of these? Answer any questions they might have to the best of your abilities or even better suggest that they talk to someone with more experience with the products than you have at this point and set up a time for a follow up conversation. This is a perfect approach to building a **strong retail base** of customers that will form the cornerstone of your Bi-Tron business.

1. If they answer yes then invite them to hear more about the business via conference call or 3-way call with your upline.

Don't fall into the trap of trying to explain the products or the business yourself in too much depth too early. I know it's exciting and difficult to resist but it is crucial that someone with more experience and knowledge explain the business at least until you gain enough experience to do it the most justice. Why not instead ask when they can spare five minutes? Get a few times that would work best for them and their schedule and excuse yourself from the conversation, your job is almost done. You could politely change the subject, ask what their New Year's resolutions are? Maybe the product or the Opportunity fits in with their plans. It's much easier to tailor how to present

the business to a prospective new customer or distributor if you first know **what is important to them!**

2. Once you have arranged some times that work for your prospect find someone in your upline organization who can help you with the phone call or can plug you and your prospect into a conference call or even better a business presentation. Let your upline know all about your friend; what their career is, some of their successes in life, and what their hot buttons are, what their New Years resolutions focused around.

3. Get back to your prospect confirming the appointment and edify the person that will be explaining the opportunity, pass on some of their successes in the business and let them know that they should listen to and be respectful towards them and their time as this reflects on you.

4. When it comes time to present the business opportunity, call your prospect to reconfirm that they are still available for the full five minutes and that the timing still works and only then three way in your upline. Reschedule if necessary stress that it is important that they are able to listen to and absorb the content of the call.

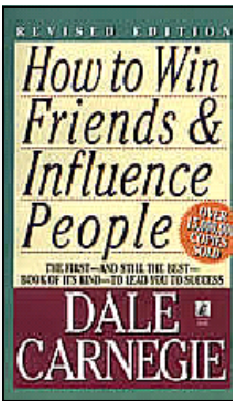
5. Make the introduction re-edifying both parties to each other and let your upline lead the call. Your objective is to listen to how your upline further piques the interest and ultimately enrolls your prospect into helping you build your business.

Remember your next step is to help do the same thing for your downline. This is a business of helping others along the road to success.

It is this simplistic and easily duplicated approach that is the powerful secret to building a successful and stable long term business.

Invest in Yourself

When you enroll others into the business you must be prepared to help them build their businesses in order to be successful yourself. You may not yet have all the tools you need to be a success in this business but be Coach-able. Be willing to learn and be willing to accept advice from others who may have been in this business for longer. There are many self development books and articles available either from your local library or bookstore. Here are a few titles we strongly recommend you start with.

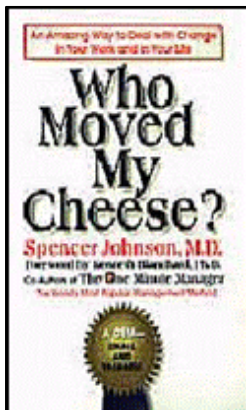


How To Win Friends & Influence People
 Author: Dale Carnegie
 Price: \$13.49

You can go after the job you want...and get it! You can take the job you have...and improve it! You can take any situation you're in...and make it work for "you!"
 For over 50 years the rock-solid, time-tested advice in this book has carried thousands of now famous people up the ladder of success in their business and personal lives.

Now this phenomenal book has been revised and updated to help readers achieve their maximum potential in the complex and competitive 90s!

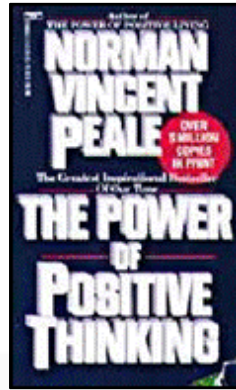
Learn: The six ways to make people like you The twelve ways to win people to your way of thinking The nine ways to change people without arousing resentment and much, much more!



Who Moved My Cheese?: An Amazing Way to Deal with Change in Your Work and in Your Life
 Author: Spencer Johnson

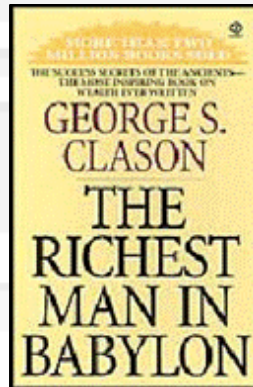
Price: \$21.00
 Spencer Johnson's "Who Moved My Cheese?", now in its amazing fifth year on national bestseller lists, has changed the way the world looks at change. With well over 6 million hard-cover copies sold in the United States and more than 12 million copies sold in thirty-seven countries, "Who Moved My Cheese?" continues to make a big difference in countless

lives. Special promotions, advertising, and publicity throughout 2003 tied in to the fifth anniversary of "Who Moved My Cheese?" will bring this perennial bestseller to an even wider audience. For, as "People magazine writes, the appeal of this extraordinary book "knows no bounds."



Power Of Positive Thinking
 Author: Norman Vincent Peale
 Price: \$9.99

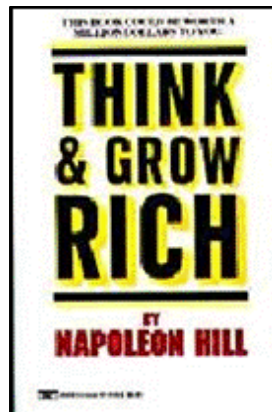
Faith in yourself makes good things happen to you. This classic guide to self-esteem and success will help you learn how to: break the worry habit; get other people to like you; avoid "the jitters" in your daily work; believe in yourself and everything you do; develop the power to reach your goals, and so much more.



Richest Man In Babylon
 Author: George S Clason
 Price: \$9.99

This bestselling book reveals the ancient success secrets of money. Whether on the subject of Financial Planning, frugality and wealth. It contains financial advice on how to spend 10% to reduce your debt load, give away 10%, save 10% and use the remaining 70% for your living expenses. In other words, it is teaching you the methods of working hard, saving your money and building wealth.

Although it was written a long time ago, George Clason has used parables to deliver financial principles that span across not only bull and bear markets, but also cultural and economic divides. This book has a figurative as well as literal meaning. It captivates the Biblical as well as Historical practices of both ancient and modern era.



Think And Grow Rich
 Author: Napoleon Hill
 Price: \$10.99

Here are money-making secrets that can change your life. Inspired by Andrew Carnegie's magic formula for success, this book will teach you the secrets that will bring you a fortune. It will show you not only what to do but how to do it. Once you learn and apply the simple, basic techniques revealed here, you will have mastered the secret of true and lasting success. And you may have whatever you want in life.



Distributor Information Bulletin 201



Modern Engine Oils
James K. English
*Director of Research &
Development.*

People ask us all the time, "Why do I need an oil additive?"

Back in the early 1900's when the auto industry was young and the giants like Henry Ford ruled the roost, motor oil was almost straight out of the ground. The only items early oil manufacturers removed during the refining process were gasoline and kerosene. These early oils were much different than what we buy at our corner auto store today.

In the days before World War II there were no high tech demands on the oil industry. You see, many of you may not be aware that jet fuel, plastics and most synthetics come from refined oil. During the refining process of modern day oils these higher priced by-products are removed first and what is left over is made into the motor oil you and I buy at the corner store.

These modern day demands on oils remove many of the natural additives and minerals that were put there by Mother Nature. Today's oil is nothing more than a carrier system for the additive packages that the oil

manufacturers add at the refining plant. This is far cry from what our great grandfathers bought many years ago.

You need to understand that modern day motor oils are produced only after all the other items, like plastics and synthetics, are removed. Then they start the process of adding their own chemical additive packages to bring the oil up to a minimum specification. These specification are governed by the Society of Automotive Engineers (SAE).

Bear in mind that these minimum specifications are only met by the oil when it is newly off the shelf. The moment you start your car the additive package in your oil start to wear out.. In fact it is the additive package that wears out not your oil. That's one of the reasons the manufacturers require you to change your oil so often.

Some oil manufacturers are reverting back to using higher grades of base stock oil without removing the heating oils and jet fuels. But these oils are offered at much higher prices and normally sold to racers and auto specialty companies.

Bi-Tron coats the metal in your engine with a protective layer. Bi-Tron is actually attracted to areas of friction and heat that may be caused where your oil is breaking down and can no longer provide effective lubrication.

Given that oil companies manufacture oil additive packages that only meet the minimum requirements, if you want to protect the second largest investment of your lifetime, namely your automobile; you need to put Bi-Tron in your vehicle.

