

## **Masters Instructors Rewards Program**



Masters Gun Care Products is proud to introduce the **Masters Instructors Reward Program** at an introductory rate to encourage and reward your dedication and support in promoting safe shooting.

We know you work hard and take your instructional time seriously. We also know that cleaning our guns are not at the top of our "fun" list. It can be dirty, frustrating and smelly. But we all know how important a clean and well operating firearm is. For that reason alone, Masters wants to partner with you. We want to help you provide your students with a positive experience cleaning and lubricating their firearms. But that's not all. We also have an opportunity for you to put a little extra cash in your pocket. That's why we say "Experience the Difference" with Masters Gun Care and call this our Masters Instructors Rewards Program. We reward you for your efforts. Learn more ...

Masters Gun Care  
8028 SW 61st Street  
Topeka, Kansas 66610  
785-478-1139  
[www.MastersGunCare.com](http://www.MastersGunCare.com)

Masters is manufacturer of quality gun care lubricating and cleaning products. Our OGS-3 Synthetic Gun Oil formulation has been over 30 years in the making and was engineered by a shooter for the shooter with performance characteristic suitable for all calibers from air rifles to 50BMG and used by all types of disciplines from plinking to defending our nation. Our proprietary OGS-3 formulation operates between -40°F to over 525°F. It naturally repels fine particles keeping them suspended in solution while dissolving carbon and other fouling components preventing them from scalding and sticking to those hard to clean nooks and crannies while providing a superior lubricity that reduces wear and prevents corrosion. Used in conjunction with our entire line of products, we have repeatedly demonstrated how easy you're cleaning "Experience" can be just after a few drops. Let Masters OGS-3 do the work for you.

Masters is currently used by top competitive shooters, Law Enforcement, Military as well as avid hunters and outdoorsmen literally around the world. We have only been on the market for 5 years under the Masters brand and do very little mainstream advertising. We like the word of mouth referrals and small sponsored events.

This special offer is available by registration through our web site. Masters with your support can start our future hunters and sportsmen with a quality product and the assurance they have been guided in a sound direction with a good understanding of the proper way of maintaining their firearm. We want you to feel comfortable about Masters. Here's how it works...

There are 2 ways to earn rewards.

### 1. Coupons Program

Individuals that do not have a resale license or do not want to carry inventory this program is what you need. Upon registering with Masters we will work together to establish a unique "code" on Coupons that you print from your computer and then hand out to your students during class or anyone for that matter. When that coupon is used online during checkout, the order is tracked back to your unique "code" and a pre determined commission is deposited into your account and paid out quarterly or annually. Brochures accompany all programs.

Advantages: No inventory, no sales tax to collect, commissions and residual income from repeat orders. It's that simple.

Disadvantages: None unless cashing a check at the end of each quarter is too hard.

### 2. Retail Program

Individuals that instruct and also sell other items who have a current State Sales Tax Exempt Certificate may purchase case quantities and sell direct. You also receive the advantages of the Coupon Program so when the students do not want to purchase immediately but wait and order online, we still track your

sales based on the unique “code” the buyer enters during check out. Attaching a “discount” to the unique code helps drive commission<sup>2</sup> too you also. Brochures accompany all programs.

Advantages: Higher margins, greater profits, Opportunity to sell immediately.

Disadvantages: You pay shipping on bulk items unless you make arrangements to pick up the products in Topeka, KS. You are responsible for local sales tax collection.



How it works. After you register for the Masters Instructors Rewards Program and order your Starter Kit you will receive your introductory samples. After evaluation and acceptance of the programs guidelines, we will work together to establish a unique “code” that identifies you and your organization. A Coupon will be created for you to pass out at various classes and to anyone interested. Various marketing data and literature will be provided. All materials are available on the

internet.

Each kit will contain samples of our OGS-3 Synthetic Gun Oil, PLS-4 Synthetic Spray Lubricant & Protectant, CGA-4 Action and Gun Cleaner, CB-2 Bore Cleaner, GS-2 Synthetic Grease, Informational materials on what makes Masters Gun Care Products superior, articles on our history and instructions for use. MSDS and Specification sheets may be obtained online. A sample of your Customized coupon with your unique “code”. Upon acceptance, the code will be activated.



With this information we encourage you to make the cleaning and maintenance portion of your program a more focused experience with demonstrations. Use Masters to enhance this experience and pass on the importance of maintenance and general conditioning. Talk about breaking in a new barrel and reference Masters. When discussing triggers and slides, Express the importance of quality grease and mention Masters GS-2 Synthetic Grease. Don't have time for a thorough cleaning before the drive home? Mist your guns with Masters PLS-4 before placing them in your cases protect against rust.

Whatever your intentions are, whether you use our program or not, Masters thanks you in advance for assisting new gun owners with proper safety techniques and the importance of a sound cleaning and maintenance program. Your attention and consideration to this unique program and opportunity is appreciated. Please feel free to call with any comments or suggestions. As a new program, your input is valuable and together, we can make a difference.

Sincerely and shoot responsibly,

Chris Newell  
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