

Over 100 YEARS of



SUPERIOR PRODUCTS

FULLER GOLD TEAM®

JOIN A WINNING TEAM For Your SUCCESS:

The DOWNEAST WINNING TEAM®

ACTIVELY GUIDING YOU TOWARD YOUR SUCCESS

ROLAND RHOADES, DIVISION DIRECTOR/Independent Distributor # 9200298

Founder & Head of the Fuller Brush DownEast Winning Team, Fuller's fastest growing Team.

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More in-depth Info & Newsletters available at our website - www.FullerGold.com

FULLER BRUSH IS GIVING AWAY:

FREE DISTRIBUTOR KITS !

FREE CASH BONUSES !

FREE \$50 CARPET SWEEPERS !

FREE SALES WEBSITES !



Dear Future Associate,

Thank you for **opening the gates** to the Fuller Brush home business opportunity and our Winning Team, a great way to gain financial success. Of the thousands of 'business opportunities' out there, most will be out of business by next year.

A Real Company with Real Products: The FULLER BRUSH COMPANY has stood the test of time, building a reputation of quality and integrity - an American Tradition and Legend since 1906 - A Century of Superior Home Cleaning Solutions. Few companies in America have the name recognition and product quality satisfaction guarantee that this "Sleeping Giant" has. Fuller manufactures over 200 Quality products for home and business in the heartland of America, "Designed to Work, Crafted to Last, and Satisfaction Guaranteed", that every home or small business needs and wants: natural-bristle hairbrushes, uniquely styled specialty cleaning brushes, brooms, mops, environmental cleaners (ready to use and concentrates) without harsh fumes, personal care, car care, gift items, and a steady influx of new products. Fuller Brush even had two Hollywood movies made about them, which starred Red Skelton and Lucille Ball. The Fuller Gold Program's goal is to restore the Fuller Brush Company to the pre-eminent role in American life it once had, and will have again! Won't you JOIN US in our quest?

If you haven't yet, **CALL** the 24hr Company-provided Information Recording **1-800-477-3855**

Q. WHY should I join Fuller Brush?

A. Work your own schedule and Earn \$300 or \$3000/month, or more, without the overhead of a store, inventory, thousands of dollars in investment, or employees to tie you down. No monthly requirements. 24hr audio newsletter with the latest news is at **1-800-732-1132**. Why work hard building your financial future with a company or an opportunity that may be gone next year, when you can team up with an American Legend? Start for under \$60! TIME Magazine credits Fuller Brush with an 80% name recognition, which makes your job much easier. **Public response makes this business FUN. You don't have to sell people on this company or the products** - one of the biggest obstacles in most programs.

People will buy from you just because of your "brand". People are attached to a brand they feel good about. You are more productive - no wasted time explaining the company's name or products. Fuller has a diversified product line that people use everyday, priced to be economical over time with their superior quality. We have *real products* that the American public needs and wants and uses every day. Fuller Brush products are for people who want quality economical products in their homes that will last and get the job done right. They know that Quality saves both money and time. **'The Fuller Difference'** means your customers will be calling to tell you how great the products work and how they do MORE than the product claims on the label, instead of less like store brand products. That means repeat business. Fuller is over 100 Years old. They will say: "Fuller Brush! Where have you been? I haven't seen you in ages. Do you still have ____? Can I have a catalog?" It makes business so much easier, and fun.

Fuller Brush has changed its old door to door sales system into a modern sales, mail-order, internet, and Network Marketing program (with online signup), so we have a wide-open opportunity in an established secure company. Unlike many Networking opportunities, Fuller Brush is an actual manufacturer, cutting out a level of middlemen, and can offer product value apart from the compensation plan. The Company doesn't recruit anybody; everyone must be sponsored by another distributor. Many customers are joining as distributors because they can see the wide-open market for residual income. 'Clean Up' in this business via recruiting others, and direct or indirect sales via sharing the catalog with your friends and co-workers, mail-order, internet, home parties, fund-raisers, business to business, advertising, flea markets or shows. Even friends and family will be glad to see you offering the Fuller Brush quality product line.

The Fuller name not only opens doors; it opens hearts and minds. **Whether you are looking for customers or distributors, when you mention Fuller Brush, people listen.**

Here are some reasons people are joining Our Winning Team. What would you like?

- a. **TEAMWORK.** Start and maintain **Your Own Business** with little to no startup or overhead expense. Be in business for yourself, but not by yourself, with our Team's 20 years experience guiding you. Join the right Company AND the right Team. If you are talking with other distributors about joining, ask if they are on our team. We have helped our team members to *ALL* of the Director or above advancements that have happened in the whole Company THIS century, because of our training materials. Our Team has an exclusive interactive distributor training website, with a Discussion, Q&A, and Announcements Board that other Fuller Brush groups do not have, plus the free print newsletters.
- b. **Wholesale Preferred Customers.** Buy direct from Fuller at a discount, or just sell enough to get your products FREE, your commission paying for your own products. If you appreciate quality economical products that last a long time and do the job right the first time, buy Fuller Brush or Stanley Home products for yourselves and family (or your business).
- c. **SALES +/or RECRUITING.** Make a living just selling the products. Fuller has provided Americans with full and part time incomes for 100+ years. The top salespeople sell over \$8000 per month personally. People who don't think they want network marketing DO like knowing that if someone says they want to sell too, instead of them becoming your competition, you can sign them up and they deal directly with Fuller for everything, but you get referral commissions on their sales.
- d. **Mail-order/internet.** Build a nationwide **business** with repeat sales, or a network marketing organization with a quality product line, and have the Help and Support needed to succeed. See page 4: The Company will give you a **Free website** selling both Fuller Brush and Stanley Home Products.
- e. **Fund-raising.** Churches or organizations can join for FREE to raise money through our program.
- f. **MONEY.** Many want lots of spending money, or a full time income to get away from a dead-end job that they hate, to be in the business of controlling and increasing their leisure time, don't quit over the first detour in their success plan, *and* are positive people who enjoy talking with other people.
- g. **NO requirements. YOU** decide which of the above aspects of the business that you enjoy and do. **No monthly quotas. Positive Motivating Public response.**

***If You continue to do what you've always done,
You'll continue to get what you've always got. Is It Enough?***

THE FULLER GOLD MARKETING PLAN

❖ EARN 20-50% PROFIT THROUGH RETAILING

Distributors purchase products directly from the company at wholesale online or by mail or toll-free telephone. There are no minimum or maximum quotas. Fuller's generous commission structure provides an excellent income just retailing, with a wide variety of sales methods available to suit part-time or full-time endeavors. However, we recommend taking advantage of all 3 profit centers. Fuller's consumables are priced right and save money by doing the job right the first time, costing less per use, and any customer will tell you how economical the brooms, mops, and brushes are because they last so long. You can be excited about doing people a favor, letting them buy Fuller Brush products again.

The next page shows the commissions you can receive on your purchases and sales. All new distributors and wholesale Preferred Customers start off as Sales Associates, earning 20%-24%* on your first \$600 PGV. (*Manager Drive bonus rewards "producers" with another 10% on your first \$600 - see below). PGV is the retail value of your Personal purchases/sales and your Group's Volume if you recruit other distributors. If you sell/purchase \$200 your first month, you bypass 20% earning 22% on the entire amount; \$400 your first month will give you 24% on the entire amount. The \$600 requirement to become a Manager accumulates from month to month. You take your percentage off your orders immediately and send in only the wholesale price. Use the products yourself if you want to be successful in telling others what you sell. Fuller products go on special every month in convenient inexpensive 16-page full-color catalogs, and you take your percentage off those discounted prices!

As soon as you have accumulated \$600 in retail product volume (before discounts), you become a Manager permanently (until your next promotion). Managers earn a minimum 26% commission, based on monthly volume, and potential commissions jump very quickly up to 44% or more with as little as \$900 retail volume per month, giving you the incentive to build at least some retail business for immediate extra cash. Mail-order and internet sales are included in your personal sales figures. **(see chart) Professional retailers consistently selling \$2000/month personally can earn an extra 1% quarterly bonus; \$2500+ 2%; \$3000+ 3%; and \$3500+/month an extra 4%, giving you 50% off everything you buy or sell.

❖ SPECIAL Limited Time PROMOTIONS:

THE FULLER BRUSH COMPANY is GIVING AWAY FREE \$50 ELECTROSTATIC CARPET SWEEPERS !!!

This is Fuller's best seller. Much better than other brands. That's why they want every dealer to have one. Cleans all types of carpet plus hard floors. Businesses need them to keep their place looking sharp between professional cleanings. Quiet. No cord. Quick and easy. Much easier than getting a vacuum out.

- 1. Get a Sweeper basically for free in the large #R205 distributor kit when you join.**
- 2. If, as a new distributor, your very first order in your first or second month is over \$150 product total (before your discount), you earn another FREE \$50 CARPET SWEEPER.**
- 3. If you sponsor a new distributor and help/encourage him/her to qualify for #2 above, then YOU also receive a FREE \$50 CARPET SWEEPER.**

FULLER BRUSH is GIVING AWAY CASH !

Fuller Brush will give you \$60 cash and 1000 business cards when you become a Manager by selling \$600 within the first five full months after the month you join (above your regular commissions!). And you receive \$30 of that cash when you reach \$300. This gives all new distributors who want to run this as a business a chance to increase their starting commission from 20-24% to 30-34% including that extra \$60 cash. **Sponsor** and help a new distributor earn the \$60+ cash bonus, and YOU receive \$45 cash, or \$90 cash if s/he reaches \$1200 in sales in that time period.

I recommend that you do something that most network marketing companies tell you not to do. To be successful, your market is the general public, right? So, Talk to your friends, parents, co-workers, especially those over 40 who remember us best, "what do they think of Fuller Brush and our products?" You will see how easily Fuller Brush opens doors and minds.

❖ FULLER DIRECT IS YOUR OWN MAIL ORDER & INTERNET BUSINESS

Very few if any Networking companies out there today offer such a complete mail-order and internet sales program. Fuller Direct will help you build your business from your home. Fuller has the name recognition to get people to look at your catalog and buy. You place your ID# on the catalogs and your customers can order directly from The Fuller Brush Company by mail or toll-free telephone. Your FREE* secure shopping website (= NO setup *or* monthly fee) will look exactly like www.FullerDirect.com/9200298, which includes my ID# to view both our Fuller Brush and Stanley Home Products. Fuller ships the product direct and mails you the retail profit and your customer list. And, your customers are coded as your customers for repeat business. You can also call orders in yourself for dropship to your customers.

❖ NETWORK MARKETING IS SHARING AN OPPORTUNITY

Fuller Brush is much more than a 100+ year old retailing opportunity now. You also have the Network Marketing opportunity of duplicating yourself and your efforts by finding other distributors for Fuller and gaining the referral commission right from your first day with no qualification period. In Fuller Brush there is no hassle; they order directly from Fuller. Your upline will help you to help them. Networking is simply word of mouth advertising, telling others about something you like, just like you do with a movie or restaurant. When you find other people who want to make money in a proven established company (or who want to buy wholesale direct as a Preferred Customer), you sign them up and get paid over-ride commissions on all of their sales, even though they deal directly with the Company for products and commission checks. And, unlike other companies that hide behind 'wholesale' or 'BV points', Fuller pays commissions and residuals based on the retail dollar figures of you and your distributors - in effect doubling the downline dollar pay-out compared to other companies. Earn money with healthy personal and internet sales, AND receive a residual on-going income from Fuller for helping others to earn money. Check your business progress of fullerdirect customers and downline dealers on your private back-office website. You also get a third website with an Official on-line application to sign up distributors yourself. All three websites are free to active distributors.

All of your downline distributors' volume is added to yours to boost you up the commission ladder, and you earn over-ride commissions of your final percentage minus their percentage (ie 46% minus 20% = 26% to reward you for finding a new distributor). You get paid on each of your personal distributors' total group volume no matter how many distributors are in each group. Build as wide and deep as you want – you get paid. There are NO sponsoring or retailing requirements to have a group; **you do need \$35 personal purchases or sales each month to be active** and receive over-rides; simply replace your household products with Fuller and find a few customers to buy that volume for you. Nobody earns anything just signing people up; we earn over-rides on actual product movement, so sales and/or self-use of the product is necessary. Networkers earn more on downline volume when there IS downline volume, and Fuller creates volume.

The next level is Director. Directors earn at least 41% and up to 51%. Requirements are: For 3 months in a row, you need \$3000+ group volume, at least \$1500 outside your largest group, at least 15 distributors ordering \$35+ each month, and at least 5 of them on your level 1. Directors earn 4%-30% over-rides on their distributors' and Directors' total group retail volume.

| SALES ASSOCIATE | | MANAGER | | DIRECTOR | |
|------------------------|-----------------|---------------------------|---|---------------------------|-----------------|
| (All New Distributors) | | Monthly Personal | DISCOUNT EARNED | Monthly Personal | DISCOUNT EARNED |
| Accumulated Personal | DISCOUNT EARNED | <u>Group Volume</u> | | <u>Group Volume</u> | |
| | | \$0.00 - 74.99 | 26% | \$0.00 - 899.99 | 41% |
| | | \$75.00 - 149.99 | 29% | \$900.00 - 1199.99 | 44% |
| | | \$150.00 - 299.99 | 32% | \$1200.00 - 1999.99 | 45% |
| | | \$300.00 - 499.99 | 35% | \$2000.00 - 2999.99 | 46% |
| | | \$500.00 - 699.99 | 38% | \$3000.00 - 4999.99 | 50% |
| | | \$700.00 - 899.99 | 41% | \$5000.00 + | 51% |
| | | \$900.00 - 1199.99 | 44% | | |
| | | \$1200.00 - 1999.99 | 45% | | |
| | | \$2000.00+ | 46% ** see previous page for another 4% | | |

❖ JOIN US NOW FOR FREE NATIONWIDE UPLINE SUPPORT & TRAINING

Joining the DOWNEAST WINNING TEAM (DWT) branch of Fuller Brush Distributors provides you with the training and assistance to be successful. Tell us what you want, and the DownEast Winning Team will help you in whatever you'd like to do in this business, without hassling you, and make available the training to get started off profitably in your own FULLER BRUSH business. Company and Full-time Upline support are both available via toll-free 800 line. Our Team adds these FREE benefits to what the Company gives you: the DWT Newsletter and Email News, company-approved training and promotional material written by our Winning Team, and our exclusive Distributor Resource, Q&A, Discussion/Announcements & Training Website. Your success means our success!

NEW UPGRADED DISTRIBUTOR KIT CHOICES MAY 2012 YOU CAN ONLY JOIN WITH ONE KIT, SO GET THE BEST

All Distributor Kits give you the right to order directly from Fuller Brush at wholesale for your own purchases and sales, and to recruit others. If you plan to make money, start off right with a product assortment kit (no upgrading later). You need to be familiar with the quality of what you're selling to be successful in this business. Kits include a one year registration as a distributor – 12 months of professional support and services, the use of the Fuller Brush name, wholesale buying rights, **a secure sales website**, a distributor back-office website to track your customers and downline distributors, sales promotions and incentives, below wholesale new product demo offers, monthly specials, Toll-free customer service, order line, and Sales Hotline Audio Newsletter (1-800-732-1132), itemized payments to you and your downline, product information and training, quarterly recognition publications, and much more. If you plan on building a business, Fuller will invest in you with the R204 or R205 kits, which are better than free with below wholesale products. DWT members offer discounts on the distributor kits. **Free S&H on all kits; please ADD sales tax for your state.**

#R202 FREE KIT (reg \$4.95). Includes 2 Master Catalogs, 4 monthly specials catalogs, and a business manual. With this kit only, you must order \$35+ within 30 days to activate your account.

#R203 BASIC STARTER KIT. \$14.95 + tax (reg \$19.95). Various supplies. NO products or samples.

#R204 GOLD STARTER KIT. GOOD VALUE. Reg. \$39.95 - DWT Discount offer **\$34.95** + tax. - \$100+ value. Includes: Box of 50 Handi/Veggie Brushes, and 5 full size products for you to use or sell: Shower Track & Grout Brush, Stainless Steel Sponges box of 3, Witch Hazel Lotion 16oz, Clean Cotton Perfumed Deodorant Block and Hang-up Case. Also includes Fuller Gold Business Manual, "Welcome" and "How do I begin?" information, 5 Master Catalogs, 20 Monthly sales brochures, Receipt book, Product Promo and Business Opportunity flyers, Business Opportunity Presentation Guide, 2 applications, telephone tear-off-tab flyers, Purchase orders and price lists.

#R205 GOLD SELECT BUSINESS BUILDERS KIT. BEST VALUE. Reg. \$69.95 - DWT Discount offer **\$59.95** + tax. - \$170+ value. Includes everything in #R204, plus: 10 more Master Catalogs, 25 old-fashioned Fuller Brush Man/Woman letter openers, Stain Treatment Guides, other brochures, a Fuller Brush Product Tote Bag, and our famous \$50 Electrostatic Carpet Sweeper, Fuller's #1 volume producing product, and much more. (Pre-sell the Sweeper to pay for the kit!)

Now, **just join online at www.FullerBrushGetStarted.com with the ID# provided** for our team leader near you, or my ID, and you are on your way to profits. You'll receive your kit in a week. If you can't join online, call me with your information.

If you have **any questions** or misconceptions before you join (why else wouldn't you be rushing this off to me?), please **Call Roland Rhoades at 1-800-775-1113**. Days and most evenings are the best time to reach me, Mon-Sat. Free mailorder specials catalog is available on request. The Master Catalog is \$2 (or is free in your kit, or in your retail order if you just want to buy).

FULLER BRUSH - DOWNEAST WINNING TEAM®



ROLAND RHOADES of Maine - Qualified as Director in 22 months in Nov 1993 and quit my regular job. Promoted to Supervising Director November 1998. Promoted to Executive Director June 2003. Promoted to Division Director October 2005. Full-time.

Who is the DownEast Winning Team?

The DownEast Winning Team is You and Us Together. “Winning Team” because we work together to win. “DownEast” because everything in Maine is called DownEast. The Fuller Brush DownEast Winning Team (FB-DWT) was started by Roland Rhoades in Maine (left, in my home office) in 1992, and it quickly spread nationwide to every state. We have built a System for Success over the past 20 years, and now also have *our own* website training facilities that the rest of the Company

does not have, which has really accelerated our success in relation to the rest of the Company in this past decade. It is a 3-part training website with general getting started info, a Q&A & Announcements Discussion Board, and our file Library of Training Manuals and product flyers we have designed and had company-approved. Momentum has really been building as our volume and paychecks have grown to full time incomes. This business has mushroomed since 2003 with major website enhancements for us from the Company.

Our DownEast (and Dynamic!) Winning Team (DWT) now consists of Director groups spread out nationwide. Out of all the thousands of distributors across the country, 3-5 members on our team are usually among the Top Ten nationwide sponsors of productive new distributors each month! If you are joining our Team, you can expect good help getting your business running.

I enjoy Fuller Brush as not only a Program, but also as a Company and a Cause. I love the compensation plan and the money (some people promote companies only on that basis). But the reason I've been so successful with Fuller Brush is because I do it for the other two reasons also. I love the products and the company heritage, and have sort of had a personal campaign/cause of helping to build Fuller Brush back to “the pre-eminent role in American life that it once had, and will have again!” I enjoy having customers tell me how great my products are.

Fuller Brush is my ever-growing retirement plan. As my organization grows, it takes on a life of its own, growing in size as other distributors also recruit, and will continue increasing my income even after I retire and stop working this business [YOU can do that too!]. I probably will always work in this business some though, because I enjoy it. I'm too independent minded to work regular hours for a boss. I enjoy the time freedom this business gives me to travel to Florida when it's cold in Maine, or to do genealogy research, or any of the other things that I enjoy, when normal people are stuck at a job. Work with a business offering something that you can be proud of, not a business you are embarrassed by. I quite regularly sign up new Fuller Brush dealers who remark that they've tried everything else; now they want a real company with real products. That also includes former Fuller dealers who wish they had stuck with Fuller in the first place. If there was a way to make real money doing nothing, or not contacting anybody, everybody would be doing it instead of going to work.

From a Fuller Brush magazine 1993: “Roland Rhoades had been involved with another networking company for several years when in 1992 a friend recommended that he consider adding ‘product diversity’ to his business. Roland responded that he didn't need more diversity, he needed products that worked and that would sell. ‘That's the definition of Fuller Brush products,’ his sponsor told him. And when he added that Fuller Brush had just made the transition to network marketing, Roland promptly decided to join Fuller Brush, and began to build his highly successful DownEast Winning Team.

“It didn't take many side-by-side product comparisons for Roland to realize that Fuller Brush products simply worked better and were priced better than the products he had been promoting. Instead of adding diversity, Roland decided to change companies, and since then he has never looked back.

“The true advantages of his Fuller Brush business became clear to Roland as he began to prospect for new customers and distributors. ‘The response I got to the Fuller Brush name was like a breath of fresh air,’ he said. ‘It was a real relief to have people respond to the name by telling stories about their favorite products, instead of making critical comments about your company.’”