

FULLER BRUSH DOWNEAST WINNING TEAM®

NEWSLETTER



ISSUE #51

E-mail: FBDWT@maine.rr.com

May-June 2003

ROLAND RHOADES, SUPERVISING DIRECTOR

1-800-775-1113

PO Box 104, South Windham ME 04082

“SUCCESS IN A CAN” & “RETIRED AT 45!” - stories on page 3

WE ARE MOVING ON UP !!! The Future is Bright - Wear Your Shades!

◆ CONGRATULATIONS NEW DOWNEAST FULLER BRUSH MANAGERS:

f = Supv. Director Bev Fitchett's group h = Supv. Director Mark Haynes' group (also part of Bev's group)

w = Director Wynn Distributing's group (also part of Mark's group) p = Director Tom Peper's group

MARCH:	KEVIN THOMAS (CA) - sponsor Champion Supplies Inc (NY)
	w SCOTT HALL (OR) - sponsor Earl Yeoman (OR)
	w GERALD GEHO (TN) - sponsor James Frazier (NY)
	w DAMITA WASHINGTON (TN) - sponsor William Stone (TN)
	p RON CARPENTER (AZ) - sponsor Emilio Garza (TX)
	p PAUL LEVERETT (AL) - sponsor Thomas Peper (CA)
	p JOSEPH NAVARRO (NV) - sponsor Thomas Peper (CA)
APRIL:	RODA OLALEKAN (NJ) - sponsor Champion Supplies Inc (NY)
	ROBERT DRENKHAHN (MI) - sponsor Champion Supplies Inc (NY)
	LISA COUTURE (NH) - sponsor Theresa Dionne (NH)
	f JANET WELLS (WV) - sponsor Bev Fitchett (VA)
	h CINDY SHEEK (CA) - sponsor Spencer Muir (PA)
	w THELMA ABEL-MORGAN (MA) - sponsor Wynn Distributing (AR)
	p DAVID MEDECK (CO) - sponsor Albert Gonzales (TX)
	p KATHLEEN NORTON (NJ) - sponsor Jeff James (VA)
	p T J JERNIGAN (AL) - sponsor Paul Leverett (AL)
	p NADINE LOVE (NJ) - sponsor Tom Peper (CA)
	p ALEXANDER SELTZER (OH) - sponsor Bosko Lesar (CA)
	p BARBARA CARLTON (NV) - sponsor Joseph Navarro (NV)
	p LINDA LEZAK (NV) - sponsor Barbara Carlton (NV)
	p ALBERT PRESTON (NV) - sponsor Linda Lezak (NV)

Fuller Brush will give you **\$60 cash**, plus a Magnetic Car Sign, 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. Email or call me if you want to know exactly how close you are.

Congratulations to the many new dealers getting off to a fast start who qualified for our recognition lists in their first or second months in business: Maria Caamano, Roda Olalekan, Earl Kline, Janet Wells, Al Seltzer, Kathleen Norton, Ron Carpenter, TJ Jernigan, Lorian Rivers, and William Layman. Never too late to start.

EARN FREE \$50 ELECTROSTATIC CARPET SWEEPERS !!!

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), then you get 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.

Free Advertising: When you get promoted, send a notice to your local paper; they usually print it for free.

◆ **TOP SPONSORING LEADERS** (Sponsor at least 2 in one month, front-line or in depth, to be listed)

March-April:	CHAMPION SUPPLIES (NY) - 42	h MARK HAYNES (NV) - 15
	p TOM PEPER (CA) - 12	ROLAND RHOADES (ME) - 6
	w WYNN DISTRIBUTING (AR) - 5	p TINA OVERBECK (CA) - 5
	h LORIAN RIVERS (FL) - 5	p BOSKO LESAR (CA) - 5
	p PAUL LEVERETT (AL) - 5	f BEV FITCHETT (VA) - 4
	f MELODY SCHAFER (OH) - 3	RODA OLALEKAN (NJ) - 2
	w NAUREEN DONELLY (NJ) - 2	p AL SELTZER (OH) - 2
	p LINDA LEZAK (NV) - 2	p CARLA McMANUS (OH) - 2

I keep stressing the importance of follow-up phone calls (see Manual 2). Vince Platania of Champion Supplies Inc sponsored 23 new distributors in Feb, 23 in March, and 19 in April. He says calling your prospects is essential. Once you start, each call becomes easier and easier as you become more proficient. With the support of his group, he'll advance to Director very soon. Lorian Rivers is off to a great start with over \$200 in sales and 5 new distributors in the same month that she joined, plus 6 in the first half of May. How? By putting "Success in I Can" and downloading and reading all of our training manuals before she even got her kit. Tom Peper is leading a bunch of movers and shakers in his organization (note all the 'p's) and is quickly approaching qualifications for advancement to Supervising Director.

Special Sign-up offers for new distributors for a limited time include the continuation of free kits or discounted product assortment options including \$130+ value R205 kit for only \$39.95. The entertaining Don Aslett Product Video (free in the R205 kit) is excellent to lend to customers; he will do the selling for you. *Decide before you join*; you can only join with a below-wholesale Kit ONCE; no upgrading later.

◆ **TOP DOWNEAST SALES LEADERS:** Over \$300 monthly personal/mailorder/web volume.

MARCH:	h MARK HAYNES (NV) - \$4182	f BEV FITCHETT (VA) - \$1941
	w WYNN DISTRIBUTING (AR) - \$1591	p EMILIO GARZA (TX) - \$1396
	p ANGELA MARR (PA) - \$1340	p RON CARPENTER (CA) - \$1185
	f RICHARD CODDAIRE (RI) - \$814	p TINA OVERBECK (CA) - \$795
	p THOMAS PEPER (CA) - \$763	h CAROLYN MACEDA (NY) - \$651
	p BOSKO LESAR (CA) - \$606	f SPENCER PARSONS (CA) - \$564
	p GERALD BOICE (NY) - \$549	KEVIN THOMAS (CA) - \$434
	w JENNIFER TELFORD (NY) - \$422	MARIA CAAMANO (FL) - \$412
	w SCOTT HALL (OR) - \$404	h JOANIE SHIREL (KY) - \$402
	w EARL YEOMAN (OR) - \$400	w WILLIAM STONE (TN) - \$341
	f DEWAIN CLAUSEN (IA) - \$323	w GERALD GEHO (TN) - \$313
APRIL:	h MARK HAYNES (NV) - \$4960	w WYNN DISTRIBUTING (AR) - \$1873
	p EMILIO GARZA (TX) - \$1621	p ANGELA MARR (PA) - \$1438
	p BOSKO LESAR (CA) - \$885	TINA ORR (PA) - \$805
	f BERTHA SMITH (VA) - \$764	p KATHLEEN NORTON (NJ) - \$741
	p ALEXANDER SELTZER (OH) - \$703	p RON CARPENTER (CA) - \$667
	w THELMA ABEL-MORGAN (MA) - \$664	f RICHARD CODDAIRE (RI) - \$640
	p THOMAS PEPER (CA) - \$636	JOHNNIE MARTIN (MI) - \$571
	JOANNE DIGMAN (CO) - \$555	h WILLIAM LAYMAN (WV) - \$542
	w EARL YEOMAN (OR) - \$498	f JANET WELLS (WV) - \$493
	KEVIN THOMAS (CA) - \$481	KAREN KEGEL (MT) - \$466
	p TINA OVERBECK (CA) - \$452	f BEV FITCHETT (VA) - \$444
	p ALBERT PRESTON (NV) - \$388	h ROBERT HUNT (AZ) - \$355
	JEAN SUBY (ND) - \$354	p RAY SCHADLER (KY) - \$351
	f EARL KLINE (PA) - \$341	p T J JERNIGAN (AL) - \$325

This list gets bigger every month, including many new distributors making this list in their first or second months. Mark Haynes continues to lead the pack, taking full advantage of the benefits he receives by being a Director and earning 52% commission on his personal sales. That's why I recommend that distributors do BOTH sales and recruiting, maximizing their efforts and benefits on both.

❖ CUSTOMERS ARE LOOKING FOR A FULLER BRUSH DEALER

QVC has been showing Fuller Brush products on TV for a full year now. How has it gone? Is there really a market for our old established premium quality products anymore? Or do people want “Mallwart’s cheap plastic stuff”? Here are excerpts from a recent Company press release.

“To fulfill the QVC sales generated over the twelve months, Fuller has shipped more than one million pounds of liquid and aerosol cleaning products, as well as carpet sweepers, brushes, and specialty applicators, comprising more than 1,800 pallets and 225,000 cartons. The Fuller Brush brand benefits greatly from this television broadcast exposure, which is beginning to drive growth in other distribution channels.” QVC commented “Fuller products have a host of desirable attributes that make them a good fit for QVC. They are wonderfully demonstrable, have original and unique qualities, and are backed by a credible and nostalgic brand.”

Over one million pounds! Plus the thousands of brushes and carpet sweepers. Customers have also been calling in mentioning how happy they are to finally find Fuller Brush products again because they haven’t found a Fuller Brush dealer for years. Fuller Brush has clearly refuted any dealer’s excuse that the products don’t sell. Besides, we can offer our customers a better price with our monthly catalogs. And it is very true about QVC building sales growth among our distributors. FB-DWT volume has been mushrooming every month; in fact it is running about 25% above last year with April volume over \$13,000 more than last April. So, now go tell the world that you are here and they can buy from YOU in person, or by mail, phone, or web.

I also get many requests for a local dealer from my nationwide ads. IF I know your address and zipcode, and IF you are active, many of you have received customers or dealer leads from me. I encourage all distributors, whether you are brand new or if you’ve been around a while, to take full advantage of this opportunity. Check out all our training materials and email or call me for help. I frequently get calls from distributors who joined a year or so ago who have had family or health problems and are now finally ready to get started. It is never too late to start; read our training materials and tell people you have Fuller Brush.

“SUCCESS IN A CAN”? Actually “SUCCESS IN ‘I CAN’ ”. TRUE success comes from your own efforts. Every new distributor starts out at “No Where”. But all it takes is an open mind to realize that you can spell that a different way. When you are a Fuller Brush distributor, you are “Now Here” at the beginning of the first day of the rest of your life. Will you have the ambition to make the most of it? Or will you still sit around waiting to win the lottery or for your next payraise? Do you know others who dislike their job, or just plain need extra cash, AND are willing to do something about it besides complain about their life? Beginning the day you join, tell your sponsor who those people are and let us recruit them under you. I Can.

“RETIRED AT 45!” Congratulations to Supervising Director Mark Haynes...

who has consistently set goals from Day One on what he wanted to achieve year by year. He is on track and has given his notice at his regular job - retiring at age 45! He cut down to part time a while ago. His Fuller Brush income has exceeded his job income, and Fuller is so much more fun, working whatever hours he decides he wants to work. His goal for age 55 is to totally retire to the Philippines with his wife Mercedes. Mark says “I set my Fuller Brush goals six years ago. I’ve met every goal I’ve set for myself in Fuller Brush. And when I fell behind, I did not change my goals. I worked harder to reach them. Will you be able to retire and enjoy life while you are young enough to take REAL advantage of it?” Just decide what you want!

❖ PRODUCT NEWS - KEEP YOUR HOME HEALTHY For Your Family.

And also help your friends and customers to keep their homes healthy. Ask yourself if your home is safely sanitized. Do you (or your kids) cut meats on your kitchen counter? Do you open the refrigerator or cupboard while preparing food? Do you open it with one finger to minimize the amount of raw chicken or egg that you get on the handle? Do your kids come along to check out what’s in the fridge? Have they also wiped their nose on their hands before opening the door? We recommend using a disinfectant cleaner regularly (daily or weekly) to clean the kitchen counter, cupboard handles, refrigerator handles, doorknobs throughout the house, faucets, toilet seats, anything that you touch. I recommend #695 Spray n San II for a ready to use cleaner, or for a more economical solution, mix up your own disinfectant cleaner for about 25c per bottle with the #757 FULLSAN Quaternary Disinfectant Cleaner concentrate. Use the #975 spray bottle to mix it in. This is also a terrific product to sell to cleaning companies. Ask them “Do you provide professional

disinfecting and deodorizing? If not, what would proving this claim do for your business? Would it be worth it if you could make this claim at a cost of less than 25c per job?" Make copies of the Fullsan flyer that most of you have received in previous newsletters or welcome packets. The reverse side sells Deodorant Blocks and Sticky Stuff Remover. You can also add a little Fullsan to your laundry for disinfecting and also for washing floors.

I hope you're selling lots of the new DEET enriched Fullscat Insect Repellent Spray. DEET is the ingredient you need to protect yourself from West Nile Virus, and from ticks that can spread lyme disease.

If you didn't order last month and don't have the current catalogs and order forms, you can...

Get the latest catalogs, promos, and order forms Free on request: Call ☎ 1-800-732-1118.

MONTHLY SPECIALS catalogs are in English or Spanish. June and July catalogs are priced at 20, 60, and 100. They come with an equal number of Complete Car Care flyers and Great Outdoors flyers that are both good May 15 through the end of July (with the possibility of being extended til the end of August).

SPANISH CATALOGS. Please send me feedback on how response is going if you are using these catalogs.

NEW PRODUCT DEMOS are new products below wholesale, one per dealer:

D614955 gets you the new \$4.29 **Wrinkle Away** and a 99c sprayer for only \$1.50 net, available thru June 2.

Three new demos are available thru June 30: D122002 gets you 2 of the new **Jewelry Cleaning & Polishing Cloths**, reg \$5.99 each, for only \$3 net. **D606002** gets you 2 of the new **Anti-Fog Cloths**, reg \$5.49 each, for only \$2.50 net. **D350002** gets you 2 of the new **SPF15 Moiststik Natural Lip Moisturizer**, reg \$5.99 each, for only \$3. net.

IMPORTANT DATES: May 15: June & Summer Specials begin; June 2 4PM CST: May Order Deadline; June 13: July Specials begin; June 30 4PM CST: June Order Deadline; July 15: August Specials begin. See your FB Calendar.

COMING EVENTS: Fuller Brush continues working behind the scenes to make this business opportunity even better for us. Hopefully by the July Newsletter, you will see much easier access and sale-ability of Stanley Home Products, and enhancements to our fullerdirect.com websites. Fuller is also developing a website to allow us to check our volumes and new recruits' ID#s on-line.

Fuller provides the Sales Hotline to tell us all the latest on websites, catalogs, extra specials, so CALL the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) EVERY WEEK at **1-800-732-1132** (24hr Recording) so you don't miss the latest news, new product announcements and demos, & price specials.

If you have email, and IF I have your email address, then: You get this Newsletter one or two weeks earlier than US mail, this issue posted on our website 5/14, and a notice emailed to all the emails I have.

Take advantage of Fuller's sign-up specials now to build your group! Sponsor new distributors with the **FULLER BRUSH 24-hour RECRUITING LINE 1-800-477-3855** and ask them to call you back for the details. If you are recruiting, or want to, I'll email you a free attachment of the latest MS Word copy of my DWT Manual 3 Recruiting Fuller Gold 2003 letter. You can then edit your name and address into it. (\$2 for a personalized paper copy by mail; \$8 ppd for all the DWT Manuals and materials). Recruit with the R205 or R204 kits while they are \$10 off, so that people will have enough materials to work with.

YOUR JOB if you recruit someone, is to make sure they know how to qualify for all the specials and at least plug them into our support and training system. Be sure to **TELL** all your new distributors about the free cash and carpet sweeper promotions because if they miss out, so do you. **Please TELL ME and your other upline when you sponsor someone so that we can offer our support and I can mail them my newsletter.** I usually don't get their names until the following month, and then I'll still have to ask you for their address/email. If you are on-line, update us on any new dealers or address changes right on our training website! If they join, assume that they want to be a part of our success system! By being a part of our Team, you can share in the experiences of hundreds of other distributors instead of just your few upline. I also find that many people want the Biggest kit for \$39.95, but can't because they've already got the free kit. Don't assume people really want the free kit; inform them of their choices and that they can only choose once.

Got Suggestions or Requests? Call the Suggestion Box Line **1-800-732-1122** with your ID#.