

FULLER BRUSH DOWNEAST WINNING TEAM®

NEWSLETTER



ISSUE #52

E-mail: FBDWT@maine.rr.com

July-August 2003

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

◆ CONGRATULATIONS NEW FULLER BRUSH SUPERVISING DIRECTOR:

THOMAS PEPER of California completed the three month qualification process to advance to Supervising Director in June. Sponsored by Roland Rhoades in June 2001, Tom is the quickest on our team to advance to that title – two years! Requirements for Supervising Director are to produce \$9000+ total group volume and \$4000 personal group volume, and to have at least one qualified downline Director, for 3 months in a row. Top commission of 52%. Tom has already been running in the 5-figure category.

◆ CONGRATULATIONS NEW FULLER BRUSH EXECUTIVE DIRECTOR:

ROLAND RHOADES of Maine completed the three month qualification process to advance to Executive Director in June. Requirements for Executive Director are to produce total group volume of \$21,000+, personal group volume [not counting volume in downline Director groups] of \$8000, and to have at least 3 qualified Directors in at least 2 different legs, all for 3 months in a row. Top commission of 53%.

Thank you to Ben See for his comment that these are “promotions that are NOT promotions, but an Earned Level of Achievement”, and to others who called. Larry Gray congratulated us on the July 8 Sales Hotline.

I already have my eye on the next step. Promotion to Division Director requires, for 3 months in a row, total group volume of \$42,000+ [which I've already reached], personal group volume of \$8000+, and 7 qualified Directors in at least 3 different legs. Top commission of 54%. After Vince Platania of Champion Supplies qualifies as Director (he's getting close), I will have 6 Directors in 3 legs, so all I'll need is one more Director anywhere in the DWT. Any volunteers?

◆ 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 = Supv Director Tom Peper's group

MAY:	SERENA HENDERSON (VA) - sponsor Champion Supplies Inc (NY)
	f EARL KLINE (PA) - sponsor Bev Fitchett (VA)
	h WILLIAM LAYMAN (WV) - sponsor Cindy Sheek (CA)
	h INEZ CURIEL (CO) - sponsor Mark Haynes (NV)
	h KEITH HORTON (AL) - sponsor Mark Haynes (NV)
	h LORIAN RIVERS (FL) - sponsor Mark Haynes (NV)
	p NELDA TREVINO (TX) - sponsor Rosa Linda Lee (TX)
	p RAY SCHADLER (KY) - sponsor Emilio Garza (TX)
	p MICHAEL McCARTHY (TX) - sponsor Ron Carpenter (CA)
	p MARY MARTIN (TX) - sponsor Michael McCarthy (TX)
	p CARLA McMANUS (OH) - sponsor Tina Overbeck (CA)
	p MATTHEW PRINCIPE (CT) - sponsor Carla McManus (OH)
	p WANDA RABY (NC) - sponsor Thomas Peper (CA)
JUNE:	h GINA MARIE WAGNER (WI) - sponsor Mark Haynes (NV)
	p LUCITANIA MELO (TX) - sponsor Nelda Trevino (TX)
	p ROY MAGGARD (TX) - sponsor Mary Martin (TX)
	p HARRY JONES (MD) - sponsor Albert Preston (NV)
	p JOSEPH COSENZA (CA) - sponsor Tina Overbeck (CA)

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)

May-June:	CHAMPION SUPPLIES (NY) - 18	h MARK HAYNES (NV) - 16
	p TOM PEPPER (CA) - 12	p ALBERT PRESTON (NV) - 11
	w WYNN DISTRIBUTING (AR) - 9	h LORIAN RIVERS (FL) - 9
	ROLAND RHOADES (ME) - 6	f MELODY SCHAFER (OH) - 6
	p WANDA RABY (CA) - 6	p MARY MARTIN (TX) - 6
	p ANGELA MARR (PA) - 5	p PAUL LEVERETT (AL) - 3
	p RAY WAGNER (MI) - 3	p JOE COSENZA (CA) - 3
	p ROY MAGGARD (TX) - 3	f RICK CODDAIRE (RI) - 2
	p JOHN WOODS (NY) - 2	

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.

MAY:	h MARK HAYNES (NV) - \$5120	w WYNN DISTRIBUTING (AR) - \$2418
	p EMILIO GARZA (TX) - \$2043	p ALBERT PRESTON (NV) - \$1441
	TINA ORR (PA) - \$1218	p ANGELA MARR (PA) - \$1019
	f JANET WELLS (WV) - \$954	p THOMAS PEPPER (CA) - \$899
	JEFFERY TRAVERS (NH) - \$750	p MATTHEW PRINCIPE (CT) - \$737
	JOHNNIE MARTIN (MI) - \$731	KEVIN THOMAS (CA) - \$685
	p BOSKO LESAR (CA) - \$647	DENNIS MONTEY (WI) - \$622
	p ALEXANDER SELTZER (OH) - \$618	w EARL YEOMAN (OR) - \$581
	p RON CARPENTER (CA) - \$571	w THELMA ABEL-MORGAN (MA) - \$559
	f EARL KLINE (PA) - \$532	h WILLIAM LAYMAN (WV) - \$500
	KAREN KEGEL (MT) - \$455	f RICHARD CODDAIRE (RI) - \$455
	p WANDA RABY (NC) - \$440	CLARENCE EMSHOFF (TX) - \$415
	f BEV FITCHETT (VA) - \$411	p ROY MAGGARD (TX) - \$400
	p T J JERNIGAN (AL) - \$399	h CAROLYN MACEDA (NY) - \$395
	h MICHAEL McCOLLUM (TX) - \$340	p KATHLEEN NORTON (NJ) - \$338
	p MARY MARTIN (TX) - \$329	RODA OLALEKAN (NJ) - \$326
	h FELECIA PALMER (LA) - \$318	h LORIAN RIVERS (FL) - \$318
	f BERTHA SMITH (VA) - \$308	JOANNE DIGMAN (CO) - \$302
JUNE:	h MARK HAYNES (NV) - \$6300	w WYNN DISTRIBUTING (AR) - \$2143
	p RON CARPENTER (CA) - \$1442	f BEV FITCHETT (VA) - \$959
	p EMILIO GARZA (TX) - \$940	p LUCITANIA MELO (TX) - \$936
	p ALBERT PRESTON (NV) - \$837	p THOMAS PEPPER (CA) - \$794
	KEVIN THOMAS (CA) - \$644	JOHNNIE MARTIN (MI) - \$580
	p T J JERNIGAN (AL) - \$574	p KATHLEEN NORTON (NJ) - \$489
	p ANGELA MARR (PA) - \$480	p KATHY HUTCHINSON (CA) - \$462
	w THELMA ABEL-MORGAN (MA) - \$421	h LORETTA MATTO (PA) - \$408
	p MATTHEW PRINCIPE (CT) - \$395	p BOSKO LESAR (CA) - \$394
	h LORIAN RIVERS (FL) - \$387	w EARL YEOMAN (OR) - \$385
	w DAMITA WASHINGTON (TN) - \$381	f EARL KLINE (PA) - \$356
	p GERALD BOICE (NY) - \$344	h WILLIAM LAYMAN (WV) - \$338
	h CAROLYN MACEDA (NY) - \$336	f RICHARD CODDAIRE (RI) - \$328
	h JAN WINGENBACH (NY) - \$310	

This list gets bigger every month. 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. He passed the \$5000 mark for the first time in May and the \$6000 mark in June!

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: Wanda Raby, Matthew Principe, Joseph Cosenza, Lorian Rivers, Felecia Palmer, and Kathy Hutchinson. It is never too late to start.

The incremental growth in our Fuller Brush DownEast Winning Team continues to amaze me. (Those of you with email heard this last month.) It is one thing to say your business doubled if you've only been in business for a year, and quite another when you've been in business for eleven years.

Well ... Our DWT May 2003 group volume was more than DOUBLE May 2002, and almost 3 times as much as May 2001! No wonder I've seemed so busy! Seems like I'm always mailing something, emailing replies to questions, and answering phone calls. Congratulations to all of YOU who made it happen! Many of you are now getting active in the business, including many who joined months ago who saw success passing them by and called me to get started. The nationwide economy is terrific for the Fuller Brush business!

“People with goals succeed because they know where they are going. It’s as simple as that.” – Earl Nightingale. If you are on our team, you are definitely on the “Dynamic Winning Team” for Success.

Congratulations to Mark Haynes and Wynn Distributing who were both recognized among the Top Ten Recruiters nationwide for the Year 2002. This contest measures how many of your new recruits actually placed a minimum \$35 order in their first two months. They received an Award plaque and name tag. Larry Gray congratulated them on the June 4 Sales Hotline. They were also both recognized among the Top 100 Product Retailers in the entire company.

Congratulations also to the DWT recipients of the cash bonuses in the Top Ten Recruiters Performance Bonus, announced on the Sales Hotline: Thomas Peper, Emilio Garza, and Champion Supplies Inc who placed at Number 3, 4, and 10 respectively, nationwide, company-wide in April, and 3, 6, and 8 in May.

Congratulations also to DWT members who were recognized in the Company’s Superstars Quarter 1 issue: Emilio Garza, Mark Haynes, Champion Supplies Inc, Bev Fitchett, Roland Rhoades, Wynn Distributing, Earl Yeoman, Gerald Geho, Albert Preston, Bosko Lesar, Paul Leverett, Thomas Peper, Melody Schafer, Tina Overbeck, and those celebrating ten years in Fuller Brush, Patricia Johnson and Joseph Nolan.

Bev Fitchett has been struggling with cancer operations the past few months. At age 79, he doesn’t recover that fast, but he’s doing pretty well. He’s undergoing radiation treatments and has a tracheotomy tube so he can’t talk, but he still managed to be among the top sales leaders the past two months, and also sponsored 3 new dealers the first week of July! See what a “CAN DO” attitude can do for you! Bev continues working Fuller Brush not because he needs to, but because it is FUN. Your prayers are welcome and if you are in his downline, your order activity would also be most appreciated. Likewise Faye White has had a similar battle for a few years now, but has not missed a single month from ordering! If Bev and Faye can do it, so can you.

Summer is NOT a slow period in this business, unless YOU decide not to do anything. Reviewing volume reports from past years, total group volume usually continues growing in July and August, mainly because Fuller makes sure it doesn’t slow down, by giving us the two extra Summer Sales flyers and other incentives like the carpet sweeper sale and free products July 1-14, and the amazing Batlight with the light and siren alarm. Get your demo and show it around to boost your volume. Great for college students and all ages.

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.

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.**

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.

❖ CUSTOMERS ARE LOOKING FOR A FULLER BRUSH DEALER

I also get many requests for a local dealer from my nationwide ads or on the web. 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 available for them.

MONTHLY SPECIALS catalogs are in English or Spanish. Complete Car Care flyers and Great Outdoors flyers are good May 15 through the end of July (likely extended til the end of August, so keep using them!). LP08749 will get you 30 August catalogs and a \$5.79 can of #749 Lemon DCW Furniture Polish for \$5.99. September catalogs, available July 25, will include the Home for the Holidays flyers.

NEW PRODUCT DEMOS are new products below wholesale, one per dealer: New demos available thru 7/31 are: D126002 will get you TWO \$3.99 Lens Cleaner Cloths for only \$1.50 net! You can also get D126056, TWO Lens Cleaner Cloths and 2 #56 \$4.49 Spray n Sparkle Lens Cleaners for only \$3.50 net. Also #D959 will get you the new \$19.99 BATLIGHT for only \$15.99 retail LESS your discount.

Demos good thru 8/31 are: D626002 the bring-back by popular request of Fulsol Degreaser Spray (currently labeled #91740 Industrial Multi-Purpose Cleaner; customers were still asking for Fulsol Spray), TWO \$4.99 cans for \$2 net! D420421 is a combination of 2 brand new products, two of #420 \$5.99 "Super Fresh Magic for Produce" and one #421 \$8.99 Natural Fresh Crystal Deodorizer, both for only \$5 net!

IMPORTANT DATES: July 15: August Specials begin; July 31 4PM CST: July Order Deadline; August 15: September & Holidays Specials begin; September 2 4PM CST: August Order Deadline; Sept 15: October & Gift Shoppe Specials begin. See your FB Calendar.

COMING EVENTS: Fuller Brush continues working behind the scenes to make this business opportunity even better for us. This summer, 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 order, and to check our volume 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 7/16, 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 7/03 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. If they join, assume that they want to be a part of our success 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! I also find that many people want the Biggest kit for \$39.95, but can't because they've already got the free kit.

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

Quality  Since 1906

DOWNEAST WINNING TEAM®

ROLAND RHOADES, EXECUTIVE DIRECTOR/Independent Distributor

Providing Customer Service & Distributor Training since 1992

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Training: www.hfbd.com/dwt

A Personal note of Inquiry as to why you haven't been as successful as others mentioned in my Newsletter, or why you haven't gotten started yet. Can we help??

Most people who join Fuller Brush are happy in what they want to accomplish with this business. One of the good things about Fuller Brush is that there are NO requirements. Some people joined to create a full-time business, others joined for part-time extra cash, and others joined just because they love the products and prefer buying wholesale. Some of you joined Fuller Brush and I wonder WHY, since you are not building a business or ordering products, recently anyway, so I am sending this note to some of you. See my Newsletter and websites for stories about what the people who do love this business are doing, and for free catalogs.

There is a fine line between hounding you asking why you aren't doing anything (I'm not your boss), and asking if there is a problem or misconception preventing you from taking advantage of your business opportunity that I may be able to help with. I call as many people as I can, but, especially if you were sponsored by someone else in our organization, I just don't have time to call everyone. However, that is exactly why I DO make my 800# line available to everyone to call me toll-free when you have questions. I can make time to talk to those who call me, and I return voicemail messages. No one makes money signing you up; in fact it costs us money. We only make over-ride residuals if YOU make money. Some people call who joined 6 or 12 months ago, explaining about health or family problems and are now ready to get going.

Fuller Brush is my full-time job and my only income. I receive over-rides from Fuller on your business in exchange for helping you to be productive for the Company. And I also have my own retail customers to catch up with. I am available in my office most days and some evenings. My phone only rings in my office, so call anytime with a good time to call you back if you'd like help with sales or recruiting.