

FULLER BRUSH DOWNEAST WINNING TEAM®

NEWSLETTER



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E-mail: FBDWT@maine.rr.com

November-December 2003

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Creating Ourselves Some HAPPY HOLIDAYS !!!

◆ 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
 g = Director Emilio Garza's group (also part of Tom Peper's group)

September:	CAROLE MUNGER (FL) - sponsor Roland Rhoades (ME)
	WALTER GANAROS (CT) - sponsor Champion Supplies Inc (NY)
	f WILLIAM GIGUERE (RI) - sponsor Rick Coddair (TN)
	f DAVID McKINNON (ID) - sponsor Reginald Rock (WY)
	h ROSEMARY SWANSON (LA) - sponsor Mark Haynes (NV)
	w JOHN ADAMS (MI) - sponsor Wynn Distributing (AR)
	w KATHY EMERY (IN) - sponsor Wynn Distributing (AR)
	g ANNETTE CURRAN (WA) - sponsor Roy Maggard (TX)
	p CECIL CRAWFORD (FL) - sponsor Harry Jones (MD) (Al Preston group)
	p PAUL C LEHMAN (CA) - sponsor Cecil Crawford (FL) (Al Preston group)
	p RHEA LEAPLINE (PA) - sponsor Diane Jahoda (FL) (Al Preston group)
	p JUDY TURNER (KS) - sponsor Tina Overbeck (CA) (Al Preston group)
October:	ADAM COUCH (ID) - sponsor Roland Rhoades (ME)
	JACQUIE & RON HURLBURT (VA) - sponsor Champion Supplies Inc (NY)
	h KARLYN CAMENGA (CA) - sponsor Lorian Rivers (FL)
	g EVELYN DAIGRE (LA) - sponsor Ron Stahlhut (TX)
	p NICHOLAS COLONNA (NY) - sponsor Albert Preston (NV)

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

I expect that **ALBERT PRESTON** of Nevada, sponsored by Tom Peper, will be featured here in my next Newsletter. He is now in his third and final month of qualifying for Director. He joined in January 2003! If you are in his group, with YOUR help in making sure that you have at least \$35 in volume to count as one of his required 15 active dealers, he will make it.

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

Sept-Oct:	CHAMPION SUPPLIES (NY) - 31	h LORIAN RIVERS (FL) - 18
	ROLAND RHOADES (ME) - 11	p ALBERT PRESTON (NV) - 10
	h MARK HAYNES (NV) - 7	w WYNN DISTRIBUTING (AR) - 7
	g EVELYN SCHMITTEN (TX) - 4	p WANDA RABY (NC) - 3
	h TOM MYERS (WA) - 3	RODA OLALEKAN (NJ) - 2
	f MELODY SCHAFFER (OH) - 2	w GERALD GEHO (TN) - 2

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. Fuller is giving you an extra 5% on everyone you recruit by Dec 31 !

IMPORTANT DATES: November 14: December Specials begin; Dec 1 4PM CST: Nov Order Deadline; December 15: January Specials begin; Dec 31 4PM CST: December & Holidays brochures Order Deadline; Jan 15: February Specials begin. See your FB Calendar.

◆ **TOP DOWNEAST SALES LEADERS:** Over \$300 monthly personal purchases/sales.

SEPT:	h MARK HAYNES (NV) - \$5595	h LORIAN RIVERS (FL) - \$2211
	w WYNN DISTRIBUTING (AR) - \$1504	p DIANE JAHODA (FL) - \$1215
	f BEV FITCHETT (VA) - \$1035	JOHNNIE MARTIN (MI) - \$998
	p PAUL C LEHMAN (CA) - \$856	p ALBERT PRESTON (NV) - \$688
	h MICHAEL CLARK (WA) - \$678	g RON CARPENTER (CA) - \$659
	f RICHARD CODDAIRE (TN) - \$636	g EMILIO GARZA (TX) - \$627
	p RHEA LEAPLINE (PA) - \$600	g ROY MAGGARD (TX) - \$584
	w EARL YEOMAN (OR) - \$584	CAROLE MUNGER (FL) - \$560
	CHAMPION SUPPLIES INC (NY) - \$553	MARK BEHMLANDER (MI) - \$544
	h TERRI LYNEE GRAY (LA) - \$529	JEFF & ELEN TRAVERS (NH) - \$513
	KEVIN THOMAS (CA) - \$511	h CAROLYN MACEDA (NY) - \$441
	f SANDRA JOHNSON (NY) - \$387	g LUCITANIA MELO (TX) - \$386
	w MARY TROXCLAIR (OR) - \$348	f WILLIAM GIGUERE (RI) - \$342
	p THOMAS PEPPER (CA) - \$330	STEPHEN DEMARCE (MN) - \$325
	g MARY MARTIN (TX) - \$325	RODA OLALEKAN (NJ) - \$322
	w ELLIE GOLDING (OR) - \$312	
OCT:	h MARK HAYNES (NV) - \$7381	h LORIAN RIVERS (FL) - \$3686
	p DIANE JAHODA (FL) - \$1762	g EMILIO GARZA (TX) - \$1715
	w WYNN DISTRIBUTING (AR) - \$1552	TINA ORR (PA) - \$1172
	p PAUL LEHMAN (CA) - \$1089	KEVIN THOMAS (CA) - \$959
	f BEV FITCHETT (VA) - \$955	g RON CARPENTER (CA) - \$892
	JOHNNIE MARTIN (MI) - \$642	g LUCITANIA MELO (TX) - \$622
	CHAMPION SUPPLIES INC (NY) - \$557	h WILLIAM LAYMAN (WV) - \$554
	g MARY MARTIN (TX) - \$510	w EARL YEOMAN (OR) - \$507
	STEPHEN DEMARCE (MN) - \$506	f BERTHA SMITH (VA) - \$500
	h CAROLYN MACEDA (NY) - \$467	w RAYMOND FULLER (NY) - \$430
	g ROY MAGGARD (TX) - \$366	RODA OLALEKAN (NJ) - \$351
	f ANTONIO AZCONA (NY) - \$350	p ALBERT PRESTON (NV) - \$329
	p THERESA O'CONNOR (NV) - \$324	CAROLE MUNGER (FL) - \$320

Mark Haynes leads the pack again breaking the \$7000 mark for the first time in just fullerdirect sales. People ask how to get off to a fast start in this business. The answer – Just Do It! Don't be shy about telling people that you have products to make their life easier. Mark has hundreds of personal customers, but also some commercial fullerdirect customers, and says "One of my customers is the Housing Services Dept at xxxx University. They've placed two orders before, one for a couple hundred dollars. Today, they ordered 48 Angle Brooms at \$15.99 each - \$767.52!" Lorian Rivers has had some great business success in both retailing and sponsoring. Her volume has been jumping quickly the past couple months. For October, only her 7th month in the business, she says "I will get a check this month for more than I used to bring home in a month from my 40 hour a week job that I had worked for 25 years! FULLER BRUSH ROCKS!" How did she do it? She certainly didn't just wait around for someone to find her website. While much of her volume does come from her fullerdirect website, she actively promotes and tells people about Fuller Brush. She's tried lots of other business opportunities, and Fuller is the only one which rewarded her efforts.

◆ **\$1000 PRODUCERS:** New Recognition Category for you to aim for

The following distributors have reached the \$1000 – 45-46% category for the month, based on personal and downline volume. Directors are not listed here because they of course are well beyond \$1000. Here is your chance to motivate your downline distributors to ensure that you are in this list every month. Some of those listed below may have been just pushed to a potential 45%, but neglected to order \$35+ to take advantage.

SEPTEMBER: Champion Supplies Inc., Richard Coddaire, Lorian Rivers, Earl Yeoman, Ron Carpenter, Michael McCarthy, Mary Martin, Joseph Navarro, Linda Lezak, Albert Preston, and Diane Jahoda.

OCTOBER: Champion Supplies Inc., Tina Orr, Lorian Rivers, Ron Carpenter, Michael McCarthy, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, and Diane Jahoda. Congratulations.

Your mailing label codes include your Level below me, ID#, title, when your registration is due, when your last order was, or A for active, or never ordered, and which kit you got. Inactives with the free kit get dropped from my list first.

SEPTEMBER SALES CONTEST: Sell \$200 more than the average of your July and August totals and win your choice of a free case of 4 Fulsol gallons, a Slitzer Cutlery set, or a collectible Model 1955 Fuller Brush delivery truck from our 90th Anniversary.

RESULTS are in. The following people increased their sales enough to get their choice of gift: Lorian Rivers, Johnnie Martin, Paul Lehman, Michael Clark, Rhea Leapline, Roy Maggard, Carole Munger, Champion Supplies, Terri Lynee Gray, Carolyn Maceda, and of course, Roland Rhoades. Congratulations.

NOVEMBER SALES CONTEST: Sell \$200 more than the average of your September and October totals (min \$400 if your volume was low or if you're new) and win your choice of 6 cans of Pre-Laundry Stain Spray, 6 boxes of Stainless Steel Sponges, or 6 Wet Mop heads, absolutely FREE.

FREEBIES. Fuller Brush will give you a FREE \$50 Electrostatic Carpet Sweeper basically for Free in the large #R205 distributor kit when you join. See the Fantastic Money Giveaways flyer for further details. Fuller will also give you \$60 cash, 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.

NEW TRAINING WEBSITE. The DownEast Winning Team now has an all new and expanded Training website, with a new address. Everything you might want to know is there! I have emailed you with the new address IF I have a working email for you. We do not announce the website address publicly because we are training the people who choose to join OUR team. Also, when you sign someone up, before giving out our website address, please make sure they are officially on our team because sometimes other distributors try to switch to our team, and they can't switch around. Mark Haynes has delivered much of his website expertise to you and can guide you in making money instead of wasting your time. (see page 4 also)

NEW PRODUCT DEMOS are new products below wholesale, one per dealer: **Demos available through December 1** are also listed on the Business Aids page of the November Purchase Order:

D73002 TWO tubes of the #73 Soothing Tea Tree Gelee, \$6.89 each retail, for only \$4 net.

D93002 TWO cans of the #93 Shoe & Fabric Sanitizer/Deodorizer, \$7.49 each retail, for only \$4 net.

D103002 TWO containers of the #103 Fullsan Disinfecting Wipes, \$6.99 each retail, for only \$4 net.

D734 ONE bottle of the new #734 Fulaire Pine Room Deodorizer (wick style), \$9.99 retail, for only \$3 net.

D736 ONE bottle of the new #736 Fulaire Apple Room Deodorizer (wick style), \$9.99 retail, for only \$3 net.

And of course the **HOLIDAY GIFT SHOPPE 2003** demo. Hope you have yours by now. Order D2003HGS for \$129 retail (less your discount) and get one of all 15 products in there, plus a large Fuller Brush tote bag. Bought separately they will cost you \$185 on sale. You can't go wrong getting the demo. They are terrific gifts. People will BUY something they can SEE much faster than just a picture on a flyer. Holiday brochures are also for sale \$12 for 200, mix/match. SHOP through your own catalogs!

Demos available now through December 31 are:

D102002 Fulsol Degreaser Wipes from the October catalog that are finally here. Get TWO of the #102 Fulsol Wipes, \$6.99 each retail, for only \$4 net. This will also be on sale at \$5.99 retail through Dec 31.

And from the December Purchase Order:

D717 Stainless Steel Cleaner, \$7.99 retail, for only \$2.50 net.

D628 Cooktop & Counter Cleaner, \$6.49 retail, for only \$2.net, available Dec 2. [We've been waiting for this one. This is what people need for their new style ceramic and glass stovetops.]

MONTHLY SPECIALS catalogs are in English. See your monthly purchase order. December catalogs LP12605 are 30 for \$5.99 including a free Laundry Stain Spray. January catalogs LP01868 are 30 for \$5.99 with a free box of Stainless Steel Sponges. If you have Spanish customers, use the Spanish Master Catalog with the Monthly Sale preview inserted. Those previews are on our Discussion Board to print out.

2004 MASTER CATALOG. The new catalog is expected in January, although no schedule is yet available. Continue using 2003 catalogs, simply tearing out the expired coupons to keep them up to date.

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.

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.

The Lens Cleaner Cloth that sold so much faster than the Company ever projected, is now back in stock. The December special is now in effect and the August special is good through December 1.

Q. I know nothing about html and need one I guess for a banner to lead to my fullerdirect website... It needs to say something like Work at Home with The Fuller Brush Company or something like that. Can anyone help me out? Have no idea what to do. Thanks.

A. I definitely recommend that you read all that our internet guru Mark Haynes has shared with us on the new Training Website, and also read all the Discussion Board posts about fullerdirect.com and the internet. The fullerdirect website potential is something that no one should be missing out on. But be sure that you are aware that it is NOT the place to send people interested in joining. It has NO information about dealerships. However, I DO make a point in my recruiting literature of giving them my fullerdirect link and saying "THIS is what YOUR website will look like that the Fuller Brush Company will give you for FREE". While we can teach you how to do many things as far as marketing Fuller Brush, giving computer lessons is just not in the realm of possibilities. As Mark explained, it has taken him years of hands on "doing it" to learn all he knows and can't possibly impart it to us on a couple pages or in a phone call. However, he has supplied us with the webpages where he did learn most of the good stuff. If you use email, you most definitely should be including an email signature line about Fuller Brush. If you have your own home page, have them inquire TO YOU for a dealership info package and include the link to your fullerdirect shopping page with a few reasons WHY they should go there... monthly specials on both Fuller and Stanley, give a few product testimonials of why Fuller is so great, etc. As far as a banner, that is something that the generic tutorial websites may be able to help you with. Go with what you CAN do first, and improve as you learn more. That is what we have all done, except now we tell you where we learned it. See my Freebies webpage too.

REMINDER: GET YOUR EXTRA BONUSES. New dealers get a FREE \$50 Carpet Sweeper if their very first order is \$150+ in product volume. (The Holiday demo DOES count.) If Fuller received your application in October, your deadline for the Sweeper is December 1. If Fuller receives your application in November, your deadline is Dec 31. To get the extra \$10 off and a free package of catalogs, join Sept-Dec and make your **FIRST** order \$200+ before December 31, shipped to you, and request the "Fast Start Bonus". If YOU recruited this new person, YOU also get bonuses. See your company literature pack.

Any new people that you recruit Sept 3-Dec 31, if your own volume is \$100+, you can earn an extra 5% bonus on any volume they produce through June of 2004! Those of us who have earned that bonus so far include: Roland Rhoades, Champion Supplies Inc, Bev Fitchett, Al Preston, Lorian Rivers, Karlyn Camenga, Patty Zasloff, and Wynn Distributing.

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 11/17, and a notice emailed to all the emails I have. You also receive last minute notifications of late breaking news, like Fuller Brush on TV.

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. Many distributors mention how mailing a distributor info pack costs a couple dollars postage and people still don't join. I mail mine for 83c. See DWT Manual 3 for what I send people. Too much reading just confuses people. I changed mine years ago when I kept getting "I haven't finished reading it yet" on my follow-up calls.

When you recruit someone, make sure they know how to qualify for all the specials and at least plug them into our support and training system. Fuller sends me their names and ID#s the following month, and then I'll still have to ask you for their address/email. **If YOU don't TELL ME and your other upline when you sponsor someone, they can't get my newsletter or help.** If they don't get help, they, you, and I don't make money. If you are on-line, update us on any new dealers or address changes right on our training website!

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