



DOWNEAST WINNING TEAM®

NEWSLETTER



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EARN MORE IN 2004 !!!

Start now to make 2004 a fresh New Year. Fuller can make a real financial difference in your life, just as it has for many people who decided to make it work. Fuller Brush is your ticket to financial independence, IF you want it to be. Donald Trump says p.3

◆ CONGRATULATIONS NEW DOWNEAST FULLER BRUSH MANAGERS:

January:	CURTIS DECKARD (IN) - sponsor Champion Supplies Inc (NY)
	LINETTE SALAZAR (TX) - sponsor Roland Rhoades (ME)
	CHUCK ALT (TX) - sponsor Roland Rhoades (ME)
	h THOMAS MYERS (WA) - sponsor Spencer Muir (PA)
	h DEBRA NELSEN (WI) - sponsor Lorian Rivers (FL)
	h KATHY McCRAY (NC) - sponsor Lorian Rivers (FL)
	g EVELYN SCHMITTEN (TX) - sponsor Annette Curran (WA)
	g ROSEANN VUKOBRATOVICH (IN) - sponsor Mary Martin (TX)
	a BILL WISEMORE (WA) - sponsor Albert Preston (NV)
	a EARL FARQUHARSON (FL) - sponsor Albert Preston (NV)
	a RANDY FRITZMEIER (ID) - sponsor Albert Preston (NV)
February:	RUTH SINGER (PA) - sponsor Roland Rhoades (ME)
	JULIUS RENSCH (IL) - sponsor Champion Supplies Inc (NY)
	h LOLA MILLER (CA) - sponsor Karlyn Camenga (FL)
	h DIANE CARMAN (MO) - sponsor Lorian Rivers (FL)
	p ROSE ANN LADD (WI) - sponsor Thomas Peper (CA)

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 a = Director Al Preston's group (both also part of Tom's group)

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)

Jan-Feb:	CHAMPION SUPPLIES (NY) - 62	ROLAND RHOADES (ME) - 13
	h LORIAN RIVERS (FL) - 13	h MARK HAYNES (NV) - 11
	f BEV FITCHETT (VA) - 10	w WYNN DISTRIBUTING (AR) - 10
	a PAUL LEHMAN (CA) - 9	a AL PRESTON (NV) - 8
	p TOM PEPER (CA) - 5	h PATTY ZASLOFF (FL) - 5
	g MARY MARTIN (TX) - 3	p ANGIE MARR (PA) - 3
	h SHARON BRAY McPHERSON (FL) - 3	g EMILIO GARZA (TX) - 2
	f MELODY SCHAFFER (OH) - 2	CHARLES BROWN (PA) - 2

New distributors Carolyn Allgood (GA), Diane Carman (MO), and James Sullivan (AR) signed up other distributors the same month that they joined! Congratulations. Diane also advanced to Manager the same month she joined. Vince Platania of Champion Supplies is recruiting up a storm; he says it's just a matter of following up and talking with your contacts. The entertaining Don Aslett Product Video (free in the \$39.95 R205 Business Builders 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.

◆ **\$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.

JANUARY: Champion Supplies Inc., Lorian Rivers, Earl Yeoman, Ron Carpenter, Michael McCarthy, Mary Martin, Roy Maggard, Harry Jones, Cecil Crawford, Paul Lehman, and Diane Jahoda.

FEBRUARY: Champion Supplies Inc., Lorian Rivers, Patty Zasloff, Earl Yeoman, Ron Carpenter, Michael McCarthy, Mary Martin, Roy Maggard, Harry Jones, Cecil Crawford, and Paul Lehman. Congratulations.

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

JAN:	h MARK HAYNES (NV) - \$7048	a PAUL LEHMAN (CA) - \$4091
	CHAMPION SUPPLIES Inc (NY) - \$2973	h LORIAN RIVERS (FL) - \$2880
	w WYNN DISTRIBUTING (AR) - \$2359	g RON CARPENTER (CA) - \$1567
	f BEV FITCHETT (VA) - \$1271	a ALBERT PRESTON (NV) - \$1098
	h MARITZA NEVAREZ (CA) - \$889	h PATTY ZASLOFF (FL) - \$848
	g EMILIO GARZA (TX) - \$830	g ROY MAGGARD (TX) - \$822
	JOHNNIE MARTIN (MI) - \$816	g MARY MARTIN (TX) - \$713
	CURTIS DECKARD (IN) - \$682	KEVIN THOMAS (CA) - \$640
	w EARL YEOMAN (OR) - \$603	a RHEA LEAPLINE (PA) - \$574
	p THOMAS PEPPER (CA) - \$500	a DIANE JAHODA (FL) - \$493
	h CAROLYN MACEDA (NY) - \$447	a BILL WISEMORE (WA) - \$432
	MARK BEHMLANDER (MI) - \$412	g GERALD BOICE (NY) - \$373
	CHUCK ALT (IL) - \$370	ELEN/JEFF TRAVERS (NH) - \$342
	p TJ JERNIGAN (AL) - \$311	
FEB:	h MARK HAYNES (NV) - \$5062	a PAUL C LEHMAN (CA) - \$2900
	h LORIAN RIVERS (FL) - \$2709	w WYNN DISTRIBUTING (AR) - \$1914
	g RON CARPENTER (CA) - \$1898	CHAMPION SUPPLIES Inc (NY) - \$1601
	w EARL YEOMAN (OR) - \$965	h PATTY ZASLOFF (FL) - \$955
	JOHNNIE MARTIN (MI) - \$852	g ROY MAGGARD (TX) - \$763
	a ALBERT PRESTON (NV) - \$717	KEVIN THOMAS (CA) - \$702
	g EMILIO GARZA (TX) - \$577	p ANGELA MARR (PA) - \$524
	a DIANE JAHODA (FL) - \$494	g MARY MARTIN (TX) - \$483
	h CAROLYN MACEDA (NY) - \$419	PONCE HUNTER (MI) - \$368
	STEPHEN DEMARCE (MN) - \$361	a YVONNE HAWTHORNE (MD) - \$361
	MARK BEHMLANDER (MI) - \$360	f BEV FITCHETT (VA) - \$346
	CURTIS DECKARD (IN) - \$337	h WILLIAM ALLEN (MO) - \$325
	h MARITZA NEVAREZ (CA) - \$322	p THOMAS PEPPER (CA) - \$320
	f JERILYN MAIDA (FL) - \$307	h DIANE CARMAN (MO) - \$305

HOW'S BUSINESS? Still Unbelievably Fantastic! Hard to keep up with. We passed the half-million dollar mark, and I'm striving for 3/4-million dollars in 2004 group volume. And as you see from the names above, business is great for lots of others too. February was slower, but still a 57% increase over last Feb. March typically begins the growth spurt of spring and summer sales. Our websites make a big difference.

Congratulations also to DWT members who were recognized in the Company's Superstars Quarter IV issue: Champion Supplies Inc, Mark Haynes, Roland Rhoades, Bev Fitchett, Wynn Distributing, Tom Peper, Albert Preston, Lorian Rivers, Paul Lehman, Evelyn Schmitt, Patty Zasloff, Chuck Alt, Ken Colwill, and Cheryl Gangi. Mark Haynes was also recognized as the #1 Retailer in the whole Company for December. Lorian Rivers and Paul Lehman also made the Company's list of Top Retailers.

IMPORTANT DATES: March 15: April Specials begin; March 31 4PM CST: March Order Deadline; April 15: May Specials begin; April 30 4PM CST: April Order Deadline; May 14: June Specials begin. See your 2004 FB Calendar.

Your mailing label codes this month includes just your ID#. Since I have had trouble getting some addresses of your new dealers from YOU, I was able to get mailing labels directly from the Company's database. If there is any reason why they shouldn't get my newsletter (ie, it would confuse a fundraising organization or a wholesale commercial customer), make sure I know. Thanks. Inactives with the free kit get dropped from my list first.

FREEBIES. Fuller Brush will give you a FREE \$50 Electrostatic Carpet Sweeper basically for Free in the large #R205 Business Builders 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.

REMINDER: GET YOUR EXTRA BONUSES. New dealers get a FREE \$50 Carpet Sweeper if their very first order is \$150+ in product volume. If Fuller received your application in February, your deadline for the Sweeper is March 31. If Fuller receives your application in March, your deadline is April 30. If YOU recruited this new person, YOU also get bonuses. Those who join in Feb or March also get an extra \$10 bonus if your very first order is \$200+ before March 31. See your company literature pack.

❖ **BUSINESS BUILDING TIPS**

DONALD TRUMP SAYS "You'll never be successful selling a product you don't like or don't believe in."

Absolutely True! I get calls from people who joined a few months ago with the free kit who have never placed an order to even try our products, and they ask how they can get this business going because Nobody wants to buy. People follow your lead. If you don't use the products, then you obviously don't believe in them and it will show through when you talk to people. "Buy my products so I can make some money" is not a good enough reason for someone to buy Fuller Brush products. "Buy my products because you'll be glad you did. The Spot Remover is so fantastic and the Fulsol is so economical and it does practically everything" WILL get sales. Your altitude is determined by your attitude. Many people who enjoy the Fuller products sell hundreds of dollars their very first month. Use the products, or at least read all the product testimonials we provide you, to create the product excitement and belief that will produce sales.

Personal Delivery or Mailorder Delivery?

These are options with pros and cons that you will need to decide for yourselves. YOU are the only one who truly knows how much time you can presently devote to your business. If time is very limited, then direct shipping your customers' orders through fullerdirect may be your best bet, though shipping will be higher. Rapport with your customers one way or another is what will build both initial and repeat business, however. Being a familiar face instead of an anonymous catalog gets more sales, so I choose to deliver my products locally in person. Charge \$1 or \$2 shipping per customer to pay for the 4% shipping you pay. A straight fee is easier to figure than a percentage, and will also encourage people to order more at the same time, if they are paying \$2 anyway for a \$5 order or a \$50 order. It also gives me an excuse to deliver the next monthly catalog at the same time, get more orders, and co-workers come over saying "what did you get? Oh, I want some of that too.", as the customer talks about her personal experiences with the product and does my selling for me. As I've said many times before, I prefer selling our "products with a difference" where people work rather than trying to find people at home. One catalog can create a number of customers as it makes the rounds of the office. CALL everyone at month-end to check if anyone wants anything. I most often find people who intended to call me with an order, but got busy and forgot.

Host a Home Party and earn a FREE Electrostatic Carpet Sweeper.

While the \$150 first order special promotion offering a free \$50 Carpet Sweeper is in effect, you can also offer this free sweeper as an incentive for new people to have a party and join if they haven't yet, and they get a 20% or more commission. Fuller gives a free sweeper to both the new dealer AND the sponsor. What could be better? It is also a good incentive for THEM to find new party hosts and dealers. ANY party needs our Carpet Sweeper on hand for people to try. Many people find Fuller Brush to be a very refreshing change from giving the usual home parties to each other (year-round). [reprinted from DWT Home Party Manual]

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

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.

NEW PRODUCT DEMOS are new products below wholesale, one per dealer: 3/15-4/30

#D51002 gets you TWO of the new Seabreeze Liquid pump-spray air freshener for only \$3 (reg \$6.29 each).

#D6332 gets you TWO new \$8.29 Wood Floor Easy Clean Mist and a 99c sprayer for only \$4 net.

2004 MASTER CATALOG. The new English catalog is expected by June. Continue using 2003 catalogs until then, simply tearing out the expired coupons to keep them up to date. Fuller needs time to change over to their graphic labeling and new bottles for catalog pictures and for introducing more new products. Some of the old products are now coming through with the new upscale labeling. They look sharp!

MONTHLY SPECIALS catalogs are in English. See your monthly purchase order. 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. April catalogs are LP04743, 30 for \$5.99 with a free \$6.49 #743 Insecticide. May catalogs are LP05799, 30 for \$5.99 with a free \$5.99 #799 Tile Floor Cleaner.

Our Fundraising program continues to evolve. See our Training website and discussion board or contact me.

NEW PRODUCTS SALES CONTEST. Began Dec 19; Ends March 31. Earn a Free Fuller Brush shirt or cap! See your lit packs, sales hotline, or our discussion board for details.

Good news for California distributors, and anyone selling in California. As you know, for some reason, CA requires more stringent documentation of products than the rest of the country. Effective March 3, 2004, you may now begin ordering and selling the #103 FULLSAN DISINFECTING WIPES. The March sale price is \$5.99. In your catalogs, cross out the "not available" notation.

Fuller Brush Research & Development came up with another really dynamite winner in the #706 **Fullpower Spot Away**, for stubborn stains that won't go away. Spot Away is an effective, highly versatile all-purpose spot and stain remover that removes all types of spots and stains instantly. Safe to use on carpets, rugs, upholstery, drapes, clothes, and even on dry clean only fabrics. Highly effective in removing pet stains, makeup, shoe polish, blood, chocolate, catsup, ink, crayons, food stains, beverage stains, grease-oil-water-based stains, & thousands more! I already know what one of the "more" are: permanent magic marker from carpeting! Sell as much as you can and stock up before the sale ends March 31.

See Our Discussion Board and our Fuller Difference manual for many more product testimonials. The Dad Fuller's Ultimate Skin Balm contest got many people trying and selling the product. Testimonials include some who found our product to work better than a \$60 dermatitis prescription ointment! And we also encourage you to "be part of the Team" by contributing your experiences to the discussion posts.

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 3/16, 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 March 22. Make sure the Company also has your email address and you'll receive email notifications of sales like the special 98-hour sale, and immediate notification with the link to their Distributor resource website when that's ready.

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.

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, updated March 2004. 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!