



DOWNEAST WINNING TEAM® NEWSLETTER



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EARN MORE IN 2004 !!!

Take a new look at this business. See the Income Tips & Secrets - page 3

◆ CONGRATULATIONS NEW DOWNEAST FULLER BRUSH MANAGERS:

March:	c CAROLYN ALLGOOD (GA) - sponsor Champion Supplies Inc (NY)
	SANDRA KIERNAN (PA) - sponsor Roland Rhoades (ME)
	PONCE HUNTER (MI) - sponsor Roland Rhoades (ME)
	VALERIE HORNBUCKLE (MI) - sponsor Ponce Hunter (MI)
	CARL CAPELAN (TX) - sponsor Roland Rhoades (ME)
	f JERILYN MAIDA (FL) - sponsor Bev Fitchett (VA)
	f FAYE BENAVIDICH (VA) - sponsor Bev Fitchett (VA)
	w DONNA SCHIAVO (PA) - sponsor Wynn Distributing (AR)
	a DAVE SCHENK (CA) - sponsor Paul Lehman (CA)
	a YVONNE HAWTHORNE (MD) - sponsor Paul Lehman (CA)
	a JANET HILL (WA) - sponsor Paul Lehman (CA)
April:	MELISSA BARNES (NY) - sponsor Roland Rhoades (ME)
	VERNA KNOX (WI) - sponsor Dennis Montey (WI)
	c PATRICIA CARDONE (NM) - sponsor Champion Supplies Inc (NY)
	c KATHIE CARR (IN) - sponsor Champion Supplies Inc (NY)
	c JAMES SULLIVAN (AR) - sponsor Champion Supplies Inc (NY)
	g WAYNE FINN (CA) - sponsor Evelyn Schmitt (TX)
	a SHIRLEY MENDEZ (MD) - sponsor Paul Lehman (CA)
	p ROBERT SCHEUFELE (MD) - 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)
c = Champion Supplies Inc.'s group

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

You will notice one more Director group notation above. Vince and Catrine of Champion Supplies Inc have completed two months of their Director qualification, and it looks good for their third month.

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

March-April:	c CHAMPION SUPPLIES (NY) - 39	ROLAND RHOADES (ME) - 16
	h MARK HAYNES (NV) - 10	a AL PRESTON (NV) - 8
	w WYNN DISTRIBUTING (AR) - 6	h LORIAN RIVERS (FL) - 5
	p TOM PEPPER (CA) - 4	h PATTY ZASLOFF (FL) - 3
	h SHARON BRAY McPHERSON (FL) - 3	h DEBRA NELSEN (WI) - 2

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.

◆ CONGRATULATIONS TOP LEADERS IN THE COUNTRY FOR 2003:

The Top Ten Sales Leaders and Top Ten Recruiters of 2003 were announced on the Sales Hotline.

Mark Haynes was among the Top Ten Retailers in the entire company. Congratulations! The Top Ten Recruiters contest measures how many of your new distributors actually placed a \$35+ order in their first two months. Champion Supplies Inc placed among the Top Ten company-wide there. Congratulations! They both received an award plaque and name tag from Fuller Brush.

◆ **\$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.

MARCH: Champion Supplies Inc., Lorian Rivers, Patty Zasloff, Garry Calman, Rebecca Wacker, Joan Watson, Angela Marr, Ron Carpenter, Michael McCarthy, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Janet Hill, and Tina Orr.

APRIL: Champion Supplies Inc., Lorian Rivers, Ron Carpenter, Michael McCarthy, Mary Martin, Roy Maggard, Harry Jones, Cecil Crawford, Paul Lehman, Janet Hill, and Robert Scheufele. Congratulations.

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

March:	h MARK HAYNES (NV) - \$8004	a PAUL LEHMAN (CA) - \$4013
	g RON CARPENTER (CA) - \$2922	h LORIAN RIVERS (FL) - \$2596
	c CHAMPION SUPPLIES Inc (NY) - \$2219	TINA ORR (PA) - \$1826
	w WYNN DISTRIBUTING (AR) - \$1826	a JANET HILL (WA) - \$1042
	CARL CAPELAN (TX) - \$950	CURTIS DECKARD (IN) - \$859
	g EMILIO GARZA (TX) - \$847	a ALBERT PRESTON (NV) - \$800
	g MARY MARTIN (TX) - \$795	h PATTY ZASLOFF (FL) - \$749
	VALERIE HORNBUCKLE (MI) - \$726	c KEVIN THOMAS (CA) - \$723
	h DIANE CARMAN (MO) - \$696	f BEV FITCHETT (VA) - \$663
	MARK BEHMLANDER (MI) - \$559	f JODIE JERNIGAN (GA) - \$489
	g ROY MAGGARD (TX) - \$483	w EARL YEOMAN (OR) - \$482
	p ANGELA MARR (PA) - \$464	c CAROLYN ALLGOOD (GA) - \$421
	p SONIA DIETRICH (WI) - \$388	JOSEPH EIMICKE (NY) - \$358
	p THOMAS PEPPER (CA) - \$353	a YVONNE HAWTHORNE (MD) - \$350
	h MICHAEL CLARK (WA) - \$340	f JERILYN MAIDA (FL) - \$321
	w JOY BERNDT (MI) - \$320	a RHEA LEAPLINE (PA) - \$314
	p TJ JERNIGAN (AL) - \$314	h KEITH HORTON (AL) - \$308
April:	a JANET HILL (WA) - \$4752	h MARK HAYNES (NV) - \$4393
	a PAUL C LEHMAN (CA) - \$3623	h LORIAN RIVERS (FL) - \$3222
	c CHAMPION SUPPLIES Inc (NY) - \$2106	g RON CARPENTER (CA) - \$1789
	w WYNN DISTRIBUTING (AR) - \$1625	p ROBERT SCHEUFELE (MD) - \$1003
	a ALBERT PRESTON (NV) - \$928	g ROY MAGGARD (TX) - \$895
	f BERTHA SMITH (VA) - \$863	w EARL YEOMAN (OR) - \$657
	a YVONNE HAWTHORNE (MD) - \$654	p THOMAS PEPPER (CA) - \$624
	c KEVIN THOMAS (CA) - \$588	f BEV FITCHETT (VA) - \$559
	g EMILIO GARZA (TX) - \$529	JOANNE DIGMAN (CO) - \$445
	h PATTY ZASLOFF (FL) - \$438	JOHNNIE MARTIN (MI) - \$417
	c KATHIE CARR (IN) - \$398	w JULIE KOVARIK (OH) - \$396
	a SHIRLEY MENDEZ (MD) - \$338	h LORETTA MATTO (PA) - \$309

HOW'S BUSINESS? Still Unbelievably Fantastic! Hard to keep up with. The first quarter of 2004 was up 65% over the first quarter of 2003. Carl Capelan of Texas and Valerie Hornbuckle of Michigan started off right with \$950 and \$726 in sales respectively the same month they joined (March). They are also recognized in the current Company Newsletter. Also Janet Hill of WA sold \$1042 in her first FULL month (March), and jumped to the head of the pack in April with \$4752 in personal sales! Bob Scheufele also sold over \$1000 in his second month. Congratulations for taking advantage of this opportunity.

Got Suggestions or Requests? Call Fuller's Suggestion Box Line 1-800-732-1122 with your ID#.

Congratulations to DWTers recognized in the Company's Jan-March Quarterly Superstars Newsletter: Mark Haynes (#1 in sales), Champion Supplies (#1 in recruiting), Roland Rhoades, Bev Fitchett, Lorian Rivers, Wynn Distributing, Tom Peper, Paul Lehman, Al Preston, Sharon Bray-McPherson, Patty Zasloff, Diane Carman, Carl Capelan, Valerie Hornbuckle, Paul Dixon, and Jerry McCrady.

Congratulations also to Paul Lehman and Lorian Rivers who earned an extra 3% Quarterly Retailers Bonus on their entire personal volume for the past 3 months. Lorian earned it last quarter too. Fuller has lots of extra bonuses tucked away in its program.

FREEBIES REMINDER: GET YOUR EXTRA BONUSES. New dealers get a FREE \$50 Carpet Sweeper if their very first order is \$150+ in product volume (besides the Sweeper practically Free in the large #R205 Business Builders kit when you join). If Fuller received your application in April, your deadline for the Sweeper is June 1. If Fuller receives your application in May, your deadline is June 30. 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. If YOU recruited this new person, YOU also get the Sweeper, \$45, or \$90 bonuses. See your company literature pack.

IMPORTANT DATES: **May 14:** June & Summer Specials begin; **June 1 4PM CST:** May Order Deadline; **June 15:** July Specials begin; **June 30 4PM CST:** June, Mother/Father flyer, Kitchen Helpers Order Deadline; **July 15:** August Specials begin. See your 2004 FB Calendar.

❖ **BUSINESS BUILDING TIPS & SECRETS**

New distributor Kathie Carr of IN has already hit upon the true secret for success; she says "I am really sold on Fuller and I think that's why others are becoming interested from talking to me. People DO know when you believe in something." Absolutely True! I couldn't say it any better myself. Kathie has been selling and recruiting and was wondering about growing too fast, since she doesn't have all the answers for her new distributors yet. The ONLY way you get the answers is by DOING, like she is. This is an on-the-job-training program, and the reason why you should join a good team like us to back you up. She was glad to know that her sponsor Vince and I were both available anytime she or her new dealers have questions.

Another secret for success is something I sometimes forget when business gets uncontrollably busy (nice problem to have!): **"People don't care how much you know, they want to know how much you care."** Keep in touch with those you recruit. It doesn't do any good to recruit someone and then not help them get started. Of course, I can't call every single one of you to see how things are going. That's why I make my 800-775-1113 number available for you to call me when you have questions. If I'm in my office and not in the middle of something, I DO answer my phone.

Patience is a Virtue. Some people get started right off quickly, others take a while. Vince and Catrine of Champion Supplies have recruited lots of people over the months, and tried dragging some of them toward success, but people have to WANT freedom to make their own decisions regarding how to make a living; so many are just looking for a job with no responsibilities or initiative required. Their organization of distributors is coming alive now with many of them now recruiting others and selling decent amounts of products every month too. Lorian Rivers is in a similar situation with plenty of volume, but not 15 distributors ordering \$35+ every month yet.

RECRUITING POSTCARD & INCOME POSSIBILITIES.

I encourage EVERYONE to **take a fresh look at this opportunity and the income possibilities which you may have overlooked. This newsletter will also have an extra page of projected income examples for new dealers; use this page in your dealer-information packs. I also include postcard copy for our team members only to help in your recruiting efforts; just rubber stamp or label your info into the space provided.** Email me for a version that you can edit on your computer. Photocopy and cut into fours; mail for 23c. Mail this to everyone who sends you chain letters or other misguided business opportunities, or any other sources of people interested in home businesses.

I many times get phone calls from people who have already gotten info from someone else. I always ask WHO and check to see if they are on our team. If they are, I answer their questions and help sign them up under YOU. Usually they are NOT in my group, because they don't have any decent info to mail them other than just company flyers. They are very happy when they receive MY info package that answers all their questions. And many distributors mail a distributor info pack costing a couple dollars postage and people still don't join. I mail mine for 83c. That's why I wrote DWT Manual 3 (the Fuller Gold 2004 recruiting letter), updated May 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. **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 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. Available through June 1:

#D610907 NEW formulation and bottle for our popular Odor Away, plus the new spray trigger, Reg \$5.98 Demo \$2 net.

#D422002 Sinktastic Sink/Disposal Strainer/Stopper lets water through but not objects, and it even emits a fresh scent! Reg \$6.49. Get your demo of TWO for only \$5 net.

KITCHEN HELPERS DEMO #D0404KH Get all the new products featured in the new Kitchen Helpers flyer (\$52.43 value) for only \$32.99 RETAIL less your commission! Counts as regular product volume for all new dealer promotions. Making ice cubes that fit inside soda/water bottles is a terrific idea!

Demos available May 14 - June 30:

#D63002 Currant Thyme Liquid Air Freshener. Reg \$6.29. Get a demo of TWO bottles for only \$3 net.

#D701 E-Z Reach 23" Shoehorn. Reg \$11.99. Get your demo for only \$3 net.

2004 MASTER CATALOG. The new catalog is delayed until after August. Continue using 2003 English and Spanish catalogs through August, 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. The new upscale labeling really looks sharp!

MONTHLY SPECIALS catalogs are in English only. 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. **SUMMER SPECIALS FLYERS.** Nearly all the Car Care and Outdoor Products are on special in two different flyers May 14 through the end of July. An equal number of Both of these flyers are included with every package of June or July catalogs. #LP061 gets you 20 June catalogs, 20 of both flyers, and a #795 Tire Glo for \$5.99. #LP071 gets you 20 July catalogs, 20 of both flyers, and a #788 BBQ Grill Cleaner for \$5.99.

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 5/19, and a notice emailed to all the emails I have. The print newsletter is only every other month. You also receive last minute notifications of late breaking news, like Fuller Brush professional product demos on TV (next one June 6 on QVC at 5-6pm EST, 2-3 PST). Make sure the Company also has your email address and you'll receive email notifications of special events, and immediate notification with the link to their upcoming Distributor resource website.

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. 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 of any new dealers or address changes right on our training website!

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, contests, & specials.