



DOWNEAST WINNING TEAM® NEWSLETTER



ISSUE #67

January-February 2006

ROLAND RHOADES, DIVISION DIRECTOR E-mail: FBDWT@maine.rr.com

10 Blackberry Lane - Gorham ME 04038 1-207-892-0923 or 1-800-775-1113

Newsletter & the latest web-only updates: www.FullerBrushDWT.com/news.htm

HAPPY NEW YEAR - FULLER'S CENTENNIAL YEAR

◆ CONGRATULATIONS NEW DWT FULLER BRUSH DIRECTOR:

PATTY ZASLOFF of Florida, November 2005, sponsored by Lorian Rivers of FL in August 2003. Her upline Director is Mark Haynes. Patty has been actively selling and recruiting. Thank you to one and all who have participated in Patty's success. Patty says:

"I have been building my Fuller Brush business by giving 110% towards customer service and building repeat online as well as local clientele. I also find the best way to tell people about our wonderful products is to use our wonderful products! And, I am fortunate to be a part of the DownEast Winning Team whose support and encouragement is phenomenal and appreciated!"

◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

NOV:	JONATHAN SAWYER (ME) - sponsor Brenda Bryant (ME)
	c JULIE WISHARD (MD) - sponsor Champion Supplies Inc (NY)
	c AMY CHOUINARD (WI) - sponsor Champion Supplies Inc (NY)
	cl LISA DORSEY (CA) - sponsor Audrey Kerr (NV)
	cl LINDA RUSHING (TN) - sponsor Audrey Kerr (NV)
	cl MICHELE MIKOLAJCZAK (FL) - sponsor Patty Lynch (OH)
	h MARLENE BOTKA (IN) - sponsor Terri Routh (AR)
	h DARINDA WALLACE (OH) - sponsor Lorian Rivers (FL)
	w CHARLES JOHNSON (DE) – sponsor Wynn Distributing (AR)
	w GERALD WHELAN (NM) – sponsor Wynn Distributing (AR)
	pg DEBRA JOHNSTON (PA) - sponsor Mary Martin (TX)
	pg CHARLES WHITSON (TN) - sponsor Debra Johnston (PA)
	p MARIA RODRIGUEZ (CA) - sponsor Janet Peper (CA)
	pa RUSTY OLSEN (AZ) - sponsor Albert Preston (NV)
	pal STACIE ELIAS (MN) - sponsor Paul Lehman (CA)
DEC:	cl MONNA SUE WEST (OH) - sponsor Joyce West (OH)
	cl JUDITH KETTERMAN (MD) - sponsor Susanna Butrim (MD)
	z JENNIFER MOSCOSO (FL) - sponsor Patty Zasloff (FL)
	h CHRISTINE McMAHON (FL) - sponsor Mark Haynes (NV)
	palh NONA SNYDER (KY) - sponsor Janet & Tom Hill (WA)
	palh PENNY BOLYARD (OH) - sponsor Janet & Tom Hill (WA)
	pal ANGIE MANGINO (NY) - sponsor Paul Lehman (CA)

Too many Directors! Too any P's and L's. I had to create new codes to identify groups, via the upline pathway.

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

w = Director Wynn Distributing's group z = Director Patty Zasloff's group (both also part of Mark's group)

p = Supv Director Tom Peper's group

pg = Director Emilio Garza's group pa = Supv Director Al Preston's group (both also part of Tom's group)

pal = Director Paul Lehman's group (part of Al's group) palh = Director Janet/Tom Hill's group (part of Paul's group)

c = Supv Director Champion Supplies Inc.'s group cl = Director Patty Lynch's group (part of Champion's group)

Need Help? I call as many people as I can to see how it's going, but I can't reach everyone, so call or email your sponsor or me. Does Fuller Brush work? It certainly does for all these people here who work it.

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)

Nov-Dec:	cl PATTY LYNCH (OH) - 19	ROLAND RHOADES (ME) - 17
	palh JANET & TOM HILL (WA) - 16	h MARK HAYNES (NV) - 8
	z PATTY ZASLOFF (FL) - 5	pg EVELYN SCHMITTEN (TX) - 3
	cl LOUIS ANZALONE (NY) - 3	cl FRANNIE RUSH (IL) - 3
	p LISA ARELLANES (CA) - 2	cl MICHELLE MIKOLAJCZ (NY) - 2
	pa AL PRESTON (NV) - 2	cl AUDREY KERR (NV) - 2

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

NOV:	palh JANET & TOM HILL (WA) - \$9223	pal PAUL LEHMAN (CA) - \$5274
	pg RON CARPENTER (CA) - \$3691	h MARK HAYNES (NV) - \$3548
	cl AUDREY KERR (NV) - \$1547	palh KAREN ROBINSON (WA) - \$1471
	z PATTY ZASLOFF (FL) - \$1453	cl PATTY LYNCH (OH) - \$1443
	pa ALBERT PRESTON (NV) - \$954	w WYNN DISTRIBUTING (AR) - \$834
	c MERRY GUINN (FL) - \$816	p CARL WENDT (CA) - \$814
	pa STANLEY KENNEY (NV) - \$768	pal YVONNE HAWTHORNE (MD) - \$750
	w RICHARD RESNICK (NY) - \$704	MARK BEHMLANDER (MI) - \$636
	TINA ORR (PA) - \$567	p THOMAS PEPPER (CA) - \$561
	cl LOUIS ANZALONE (NY) - \$540	c MARIA BRITTIS (SC) - \$521
	w CHARLES JOHNSON (DE) - \$511	cl LISA DORSEY (CA) - \$488
	pal FRED TATE (TN) - \$473	z MARTHA JANE LAWSON (TN) - \$469
	a DOROTHY ELLICOTT (CO) - \$468	h MARLENE BOTKA (IN) - \$460
	CAROL MOSCHETTO (NH) - \$434	palh CAROL ANN WEBB (OR) - \$423
	p LISA ARELLANES (CA) - \$413	CLARENCE EMSHOFF (TX) - \$407
	c HILDA CHAPPOTIN (NJ) - \$399	pg MARY MARTIN (TX) - \$383
	w GERALD WHELAN (NM) - \$361	w H C STROUD (AR) - \$348
	pg RAY SCHADLER (KY) - \$330	JOHNNIE MARTIN (MI) - \$328
	cl ARDEE-ANN EICHELMANN (AR) - \$317	cl SUSANNA BUTRIM (MD) - \$307
	pg CHARLES WHITSON (TN) - \$305	
DEC:	palh JANET & TOM HILL (WA) - \$11249	pal PAUL C LEHMAN (CA) - \$4675
	pg RON CARPENTER (CA) - \$3993	h MARK HAYNES (NV) - \$3631
	pal ALLEN SCOTT (VT) - \$1551	z PATTY ZASLOFF (FL) - \$1322
	COUNT COPY-FULLER (WI) - \$1294	cl AUDREY KERR (NV) - \$836
	pa ALBERT PRESTON (NV) - \$809	h JEFFREY TROWBRIDGE (CA) - \$796
	cl PATTY LYNCH (OH) - \$791	cl LOUIS ANZALONE (NY) - \$773
	palh KAREN ROBINSON (WA) - \$761	p CARL WENDT (CA) - \$698
	c MARIA BRITTIS (SC) - \$633	h CAROLYN MACEDA (NY) - \$630
	z JENNIFER MOSCOSO (FL) - \$616	w WYNN DISTRIBUTING (AR) - \$604
	c JULIE WISHARD (MD) - \$579	f PATRICIA FITCHETT (VA) - \$553
	h MARLENE BOTKA (IN) - \$533	palh PENNY BOLYARD (TX) - \$531
	KAY SIU (HI) - \$427	h RICHARD RESNICK (NY) - \$424
	c KEVIN THOMAS (CA) - \$422	p THOMAS PEPPER (CA) - \$422
	c MERRY GUINN (FL) - \$408	h JOSE SOTO (TX) - \$406
	AL HERMAN (WA) - \$380	cl JOYCE WEST (OH) - \$372
	palh THOMAS HARPER (IL) - \$371	pa STEVEN DAVEY (AZ) - \$369
	w LEE WILLIAMSON (TX) - \$364	f DEWAIN CLAUSEN (IA) - \$318

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. Transcripts of the past Hotlines are on your MyFullerBiz back-office website.

HOW'S BUSINESS? Terrific! Serious business builders on these lists in their very first month include Jennifer Moscoso advancing to Manager, and Steven Davey, and Penny Bolyard and Gerald Whelan in their first FULL month. Many others are regulars on this list who make a goal of selling a minimum of \$300 or \$1000 every month. \$1000 and up are listed in bold, and in color on my website newsletter. Congratulations for taking advantage of this opportunity. The past 3 months of Oct-Dec were all about \$10,000 ahead of the former Sept record for total group volume. December even kept pace with business never slowing down.

The growth is continuing in January. The **100th Anniversary 100-hour 10%-off sale** really boosted sales this month. Fuller sent a first class mailing to ALL ACTIVE dealers Dec 29. If you didn't get it, place a \$35+ order and get on the active list. At least you knew about it by checking the New Year's Eve Sales Hotline, my email newsletter update, and your MyFullerBiz website and our Discussion Board which both had the sales flyer to print out. Pay attention to the Sales Hotline to see if we will have another one; just in case, the March preview will be on the Discussion Board and my newsletter webpage by Jan 20.

KEY to SUCCESS. Remember that "FACTS TELL; STORIES SELL". Showing or mailing a catalog will get some sales, but if you want to be more than average, USE the products so that you have stories to tell that create a relationship and a personal reason for your customers to buy from you. Janet Schminkey of Iowa says "I am finding that I swear by several of Fuller's products I've tried. They're fantastic." This is exactly the key. When you give a product a good try, you become a believer and become much more successful selling because you just naturally talk about it and come across as knowing what you're talking about. Lead off with your favorite product and then expand. We have Products with a Difference that people swear BY, not AT.

PAY ATTENTION TO THE BONUSES. Remember all the new distributor bonuses, and make sure your new distributors know too. They are plastered everywhere on promotional flyers in your kit, in our recruiting literature, and EVERY new distributor for whom I'm sent an address receives a breakdown of all the bonuses so you can keep track of them. I always notice first orders like \$49.88; a \$50+ first order would have given you a free 4XFulsol. Of course tax and shipping doesn't count; this figure is strictly commissionable retail product volume (before your discount). That Fulsol is also merely a consolation prize. If that very first product order is \$150+, you receive a \$50 Electrostatic Carpet Sweeper; \$200+ you also get the Fast Start bonus. You can get Fast Start bonuses for 3 consecutive months – see my chart or the flyers for deadlines.

◆ **\$1000 PRODUCERS:** 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. Congrats all!

NOVEMBER: Audrey Kerr, William Yoder, Sharon Bray-McPherson, Terri Routh, Lorian Rivers, Ron Carpenter, Janet Peper, Yvonne Hawthorne, and Karen Robinson.

DECEMBER: Dennis Montey, Count Copy-Fuller, Audrey Kerr, William Yoder, Sharon Bray-McPherson, Terri Routh, Lorian Rivers, Ron Carpenter, Janet Peper, and Allen Scott.

Fuller published the **Quarter 3 2005 Leaders** since our last newsletter. Top Recruiters company-wide listed include Roland Rhoades, Champion Supplies, Janet Hill, Claudette Haskin, Patty Zasloff, Audrey Kerr, Carol Ann Webb, Wynn Distributing, Susanna Butrim, Lisa Dorsey, and Albert Preston. Sponsor 3 or more in one month to be listed. Paul Lehman, Patty Lynch, and Janet Hill are recognized as new Directors. Top Retailers company-wide include Champion Supplies, Janet Hill, Paul Lehman, Mark Haynes, and Ron Carpenter; just build your personal sales to \$3000+ per month. Other team members mentioned include Steven Wright for making Manager his first month, and a ten year pin to Beverly/Pat Fitchett.

FREE Monthly catalogs, promos, and order forms: Call ☎ 1-800-732-1118 for a Literature Pack Free on request, IF you didn't order last month and don't have the current catalogs.

MONTHLY SPECIALS Catalogs. See your monthly purchase order. Get 40 February catalogs LP021 and a #704 \$9.49 Shoe shine Spray all for \$8.99. Get 40 March catalogs LP031 with a #799 \$6.49 Labor Saver Tile Floor Cleaner for only \$7.99, available Jan 25. April catalogs available about Feb 24.

NEW 2006 MASTER CATALOG, effective Feb 1, 2006 should be available in late January. The Sales Hotline will give full details. New products & some price changes.

New Product Demos. Strictly ONE per distributor at this price. Most product demos are net items. These 3 demos are **RETAIL demos**, which means that they count as product volume towards any sales goals, and your discount comes off that price! That also means that they count for new distributors trying to reach \$150 or \$200 in retail volume for the extra bonuses.

HYPER-OX Demo DX176 available Nov 28-Jan 31 reg \$19.76 special \$9.99 retail less your discount. Includes the new Hyper-Ox Carpet & Fabric Spotter, Blotter Cloths, and Stain Brush.

D987 Butter & Cheese Spreader reg \$23.99 special \$13.99 less your discount 11/28-1/31.

D167932 New January products of **Premium Kitchen Shears & Microfiber Dusting Cloth** reg \$31.98 special \$16.99 retail less your discount 12/27-1/31.

#D31 Dad Fuller's Ultimate **Skin Balm** net demo for \$2. #31002 special is continued for \$11.98 for the sales contest. Check the Sales Hotline for **New February products** and demo. See the Sales Contest flyer in your lit packs to earn a Fuller Brush 100th Anniversary cap or shirt.

IMPORTANT DATES: **Jan 13:** February Specials begin; **Jan 31 4PM CST:** Jan Order Deadline; **Feb 15:** March Specials begin; **Feb 28 4PM CST:** February Order Deadline; **March 15:** April Specials begin. See your 2006 yellow Fuller Brush Calendar.

A CENTURY OF SUPERIOR HOME CLEANING SOLUTIONS

USE our 100th Birthday as an excuse to start a conversation. "Did you know that Fuller Brush is 100 now?"

Continue promoting the **Centennial Calendar** offer until they run out. EVERY DISTRIBUTOR should have this calendar, as well as all your customers. It is fantastic with all the old photos, posters, and history. I'll frame them after the year is out. 9"x11" photos include Alfred Fuller in 1906, the 1926 Pledge, newspaper cartoons about the Fuller Brush man, and various product posters. Also available separately as #R100 for \$6 retail less your discount. Customers do NOT need to tear out the coupons to get the specials. ACT FAST if you don't have yours yet.

"ACTIVE" Requirement. Fuller Brush has no requirements. BUT, IF you are going to order anyway, WHY would you order \$30 instead of \$35+??? Shipping costs you the same. If you order \$30, you are not considered active on the Fuller computer. ACTIVE dealers are paid more attention to, by both your upline and the Company. Active dealers have been receiving first class mailings from Fuller about extra specials and promotions. IF you are going to order, make it the minimum \$35 to be considered active. ONLY if you have \$35 yourself, do you earn anything on your downline or get increased commissions on your sales. Your upline Director needs at least 15 ACTIVE dealers each month to receive Director pay. Support and help is a two-way street. Active dealers get my newsletter first. Others get it after I get time to go through my mailing list a second time, wondering, should I send them a newsletter or not. Your mailing label tells me when you last ordered. If someone in your town wants to buy, or even join, I look to see if anyone there is ACTIVE.

FREE EMAIL UPDATES OF THE LATEST NEWS:

If you have email, and IF I have your email address, then: You get this Newsletter earlier than US mail, this issue posted on our website 1/16, and a notice emailed to all the emails I have, as well as news updates.

I send new distributors my newsletter and welcome letter (and referrals if I get them) as soon as I get their address FROM YOU who recruited them. So, IF you want them to make money, please pass their contact information upline. If there is any reason why they should not get my newsletter (ie, it would confuse a fundraising organization or a wholesale customer), tell me that too. Thanks. Inactives with the free kit get dropped from my list first. Your mailing label tells me when you last ordered.

Take advantage of Fuller's sign-up specials NOW to build your group! All signup specials are continued through June 2006. I mail my distributor info packages for 87¢ with the concise DWT Manual 3 (the Fuller Gold 2006 recruiting letter) that explains all the details, and a monthly catalog. Too much reading just confuses people, but it must also tell enough to answer their questions. Remember, only ONE Kit per person, so encourage the largest \$130+ R205 Gold Select Business Builders Kit for \$39.95. **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 want help, call me.

Please add your product testimonials to the many more posted on our Discussion Board. Sharing our product experiences helps us all when we work and learn as a Team. Thanks. I hope you all took advantage of the limited time free training offered on there about blogs, ebay, writing press releases, free templates, and understanding search engines. The web address is a private DWT member benefit AFTER you join us.