

# FULLER BRUSH DOWNEAST WINNING TEAM®

## NEWSLETTER



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**Start the New Year off Right - Get Financially FREE in 2003**

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

### ◆ CONGRATULATIONS NEW DOWNEAST FULLER BRUSH DIRECTOR:

**THOMAS PEPER of California** - November. Sponsored by Roland Rhoades of Maine. A former dealer, Tom rejoined in June 2001. He qualified in September and October zooming up to the 51% level. He just barely got the required 15 active dealers in October, but met the 3-month qualifications as the DWT's fifth Director in November with 22 total active dealers nationwide. He was acknowledged on the Dec 12 Sales Hotline. He made it in just 18 months, even quicker than my 22 months! And in his "spare time", he also moved from Nevada to California! Thank you to one and all who participated in Tom's success. He already says his next step is Supervising Director, and it won't be very far away. {more page 3}

**I need to warn you people, this Director thing is contagious.** Wynn Distributing of AR advanced to Director in September, Mark Haynes advanced to Supervising Director in October, and now **Emilio Garza of Texas**, in Tom Peper's group, has caught it. He only joined in June 2002, and met Month 1 of the 3-month qualifications in December. He just plugged his new dealers into our system. {more page 3}

### ◆ 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 = Director Tom Peper's group

**NOVEMBER:**  
f THERESA CARLE (NC) - sponsor Bev Fitchett (VA)  
h JAN WINGENBACH (NY) - sponsor Mark Haynes (NV)  
h SHERRY TILTON (TX) - sponsor Mark Haynes (NV)  
h JAN TALLENT-DANDRIDGE (MO) - sponsor Mark Haynes (NV)  
h SHARON BRAY-McPHERSON (FL) - sponsor Jan Tallent-Dandridge (MO)  
w JENNIFER TELFORD (NY) - sponsor Wynn Distributing (AR)  
w ELLIE GOLDING (OR) - sponsor Earl Yeoman (OR)  
p KEN COLWILL (NY) - sponsor Emilio Garza (TX)

**DECEMBER:**  
GLENN WHITE (TX) - sponsor Champion Supplies (NY)  
p ANGELA MARR (PA) - sponsor Joan Watson (PA)  
p JEFF JAMES (VA) - sponsor Emilio Garza (TX)  
w RICK MEIREIS (KS) - sponsor Wynn Distributing (AR)

A big congratulations to Jeff James who made Manager in TWO HOURS. {more page 3}

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

**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.

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

**Nov-December:**

p EMILIO GARZA (TX) - 11	w NAUREEN DONELLY (NJ) - 11
ROLAND RHOADES (ME) - 9	p TOM PEPER (CA) - 8
CHAMPION SUPPLIES (NY) - 5	w ELLIE GOLDING (OR) - 5
h MARK HAYNES (NV) - 4	w WYNN DISTRIBUTING (AR) - 4
w EARL YEOMAN (OR) - 3	

**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 MS Word copy of my DWT Manual 3 for my Recruiting Fuller Gold 2003 letter (updated Jan 2003) and follow-up letter. You can then edit your name and address into it. (\$2 for a personalized paper copy by mail). See DWT Manuals 2 and 3 for all the details on contacting, recruiting, and filling out the application, free on our Training website. 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. 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 they join, assume that they want to be a part of our success system! By being a part of our Team, you can share in the experiences of hundreds of other distributors instead of just your few upline. I also find that many people want the Biggest kit for \$39.95, but can't because they've already got the free kit. Don't assume people really want the free kit; inform them of their choices and that they can only choose once. If you'd like to actively recruit, or want help, Call or email me. {more page 3}

Congratulations to the DWT members who made it into the Company's Quarter 3 issue of Fuller Brush SuperStars: Mark Haynes, Wynn Distributing, Roland Rhoades, Champion Supplies Inc, Emilio Garza, Thomas Peper, James Frazier, Darnetta Mahaffy-Nelson, and Bruce Breen. Our team members are always among the top recruiters nationwide.

***FREE \$50 ELECTROSTATIC CARPET SWEEPERS !!!  
ALL CURRENT & FUTURE DISTRIBUTORS ARE ELIGIBLE***

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.**

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.

<b>NOV:</b>	<b>h MARK HAYNES (NV) - \$3849</b>	<b>p EMILIO GARZA (TX) - \$2574</b>
	<b>w WYNN DISTRIBUTING (AR) - \$2169</b>	<b>p THOMAS PEPPER (CA) - \$1887</b>
	<b>TINA ORR (PA) - \$1235</b>	<b>f BEV FITCHETT (VA) - \$900</b>
	<b>JOHNNIE MARTIN (MI) - \$811</b>	<b>w EARL YEOMAN (OR) - \$654</b>
	<b>f RICHARD CODDAIRE (RI) - \$610</b>	<b>p KEN COLWILL (NY) - \$453</b>
	<b>h CAROLYN MACEDA (NY) - \$387</b>	<b>KAREN KEGEL (MT) - \$340</b>
	<b>h LINDA LABIN (FL) - \$305</b>	
<b>DEC:</b>	<b>h MARK HAYNES (NV) - \$3341</b>	<b>w WYNN DISTRIBUTING (AR) - \$2339</b>
	<b>p THOMAS PEPPER (CA) - \$1997</b>	<b>p EMILIO GARZA (TX) - \$1659</b>
	<b>f BEV FITCHETT (VA) - \$935</b>	<b>p JEFF JAMES (VA) - \$606</b>
	<b>p ANGELA MARR (PA) - \$569</b>	<b>p BOSKO LESAR (CA) - \$465</b>
	<b>f SPENCER PARSONS (CA) - \$430</b>	<b>JAMES NOBLE (NY) - \$341</b>
	<b>f RICHARD CODDAIRE (RI) - \$332</b>	

**2003 MASTER CATALOGS** are now available, as announced on the Sales Hotline in December 1-800-732-1132. Order # MC0330 and get 30 catalogs for the price of 20 until Jan 31. Just \$13 Net. You can still use your 2002 catalogs; the new one just includes all the new products introduced this past year and monthly coupons. Some slight price increases, but if you sell through the monthly sales, no one will ever notice a thing, except that they are saving even more money buying on sale.

## Start the New Year off Right - Get Financially FREE in 2003

### *PHENOMENAL SALES RECORDS CONTINUE*

A sincere "well done" to all. Selling or recruiting is all about building relationships with your clients, and telling the story about your products. It's great to see many new names on this list each month. The record breaking group volume increases continue. November 2002 was more than \$10,000 over Nov 2001, which in turn was over \$7000 more than Nov 2000. Our team members are out there making it happen! People need our products every month of the year. Everyone keep up the good work and keep American jobs and the American economy going strong! SAVE MONEY on your own wholesale purchases, and MAKE MONEY on your own sales and downline sales. 2002 was a banner year and 2003 promises to be even better with momentum building. Get your share!

**Q.** What age should I look for in sponsoring the best Fuller Brush dealers? Are the best dealers those in their 20's, 30's, 40's, 50's, 60's, or 70's? And are they men or women?

**A.** YES.

**Q.** Why should I spend my time working for Fuller Brush?

**A.** In the first place, you're not working for Fuller Brush; you're working for your self, using the products and system that Fuller provides to you. Plus, Fuller Brush is proven to be an official "GOOD" program: it will help you Get Out Of Debt. You need to ask yourself if you will give Fuller Brush a fair chance to work, by giving it as much effort for a year as your boss expects you to make at your JOB (Just Over Broke).

**Q.** I wish I had joined Fuller Brush ten years ago like you did. Wouldn't it have been so much easier then?

**A.** Read my Newsletters and you'll see that people are advancing to Director faster than I did in 1993. The networking program was new then, so we did get many people joining just because it was a new novelty. But, what you need are people who mean business. Over the past ten years, we have developed a system to make YOUR success easier and faster. Watch for even more new developments to streamline your business.

**Emilio Garza** of Texas has meant business right from Day One in his Fuller Brush business. He is in Tom Peper's group. He is consistently among the very top retailers and a top recruiter. It's just a matter of deciding what you want out of this business, and then making it happen. Emilio called Fuller the beginning of December to tell them he was going for Director. I thought it was premature since at the end of November he didn't even have 15 people in his downline, let alone the required 15 active distributors, but he had decided what he wanted and when he wanted it, and he made it happen. He only joined in June 2002, and met Month 1 of the 3-month qualifications in December with 15 active dealers. He recruited 9 new dealers in December and motivated his whole group to take advantage of their business opportunity. If his group can repeat for Jan and Feb, he will become a Director. Emilio says he followed the advice of his Director Tom Peper who himself had just sponsored someone and then asked that person who he knew who wasn't making all the money he wanted, and proceeded to immediately sponsor someone under him and someone under that person. So, Emilio did the same thing sponsoring someone at work in December, and ending up with 2 under her and another under one of them. I have recommended this myself in the past, but maybe I don't emphasize it enough. You don't need to find lots of places to advertise before you build your business; talk to people you know to see who isn't making enough money, and then have one of your upline talk to them until you know what to say. He also sponsored an old friend who asked "why didn't you tell me about this before?"

**Earl Yeoman's** group in Oregon is growing quickly also. He joined in August and sponsored two local people in October, and by year-end has grown to 12 downline. Word of mouth can work wonders.

Emilio Garza just sponsored another new dealer who also means business. Jeff James of VA made Manager in TWO HOURS. Here is an abridged version of two of his emails to me:

"Roland - Thanks for sending the newsletter and other information. [my Newsletter that I snail mail ALL new dealers IF you send me the addresses of your new dealers - R.] I was in the middle of a decision between going with Fuller Brush or W... . My sales experience has been extensive over the years and I was looking for a company that was based on sales, not fully on signing people up. W... did not give much encouragement on direct sales, just use the product yourself and sign up as many people as you can.

I have about 5 years of MLM experience with one company. If new people getting in the business are told [you don't need to sell, just recruit], they won't make any money up front and their income will be low for a long time. This makes them quit and look for something else. But if they share the products with others and make some sales, the money will come in faster and rekindle their interest in the business. Plus they can honestly tell other interested parties that they have made some good money already.

... My point is, I got started in MLM making money through sales. ... Fuller Brush seemed to be the one company that could make my plans and dreams come true. When your newsletter arrived, I knew that we were both on the same track. Since work has been slow and money was tight, I had to sell to some warm markets to make at least \$600 in sales. I did it in two hours and sent Fuller Brush my order for over the required amount for Manager and got some business aids with my profit. I am reading everything I can find to learn the business and making plans. My current job is a deadend job, but I will stay with it until my income with FB is consistently over \$2,500 a month (a cakewalk).

[Jeff has been a top salesman in a number of companies and some went out of business or couldn't handle his business] ...I liked working for smaller companies because there I would make a difference. Working for a large corporation I would be a little guy no matter what. So that is when I started looking for a company like Fuller Brush. It is a large corporation that can handle a huge sales volume, but I would also be working in my own small company from within that I could watch grow into something very big. Everyone at Fuller Brush has that opportunity. "The sky's the limit!" Making things grow, creating empires from scratch really appeals to me, but getting a household name like Fuller Brush makes it a whole lot easier. ...

Again I want to thank you for sending me this information at the right time. Jeff James."

I say AMEN. As I've said before, it's just a matter of DECIDING what you want and make it happen. Make something worth celebrating at Fuller's 100<sup>th</sup> Birthday. Some people join for extra cash, and others join for financial freedom and getting out of a job. Fuller IS creating financial freedom for a number of us. As Mark Haynes said on one of his web posts, "If you're willing to give your employer 40 hours a week, for nothing more than the same paycheck week after week, month after month, year after year, why wouldn't you be willing to put in 20 hours a week for YOURSELF, and a shot at kissing your employer goodbye!" Mark is in the process of telling his employer to get lost, so he can travel and do what he wants. I'm using my freedom to **go to Florida** the first half of February to get out of this very cold and snowy winter.

**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 1/15, and a notice emailed to all the emails I have.

**IMPORTANT DATES: January 15: February Specials begin; January 31 4PM CST: Jan Order Deadline; February 14: March Specials begin; Feb 28 4PM CST: Feb Order Deadline; March 14: April Specials begin.** See your FB Calendar.

**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.**

LP02605 gets you 30 February catalogs and a \$6.99 can of #605 Pre-Laundry Stain Spray, all for \$5.99. LP03119 gets you 30 March catalogs and a \$7.99 #119 mophead all for just \$5.99.

**"As Seen on TV"** specials for Jan - March 31 with our selling price lower than the TV prices were posted on our private training website January 2. The next show is currently scheduled on QVC **February 6** from 8-9 pm EST. Set up your VCR - you WILL be glad you did. The Valentines specials for Jan, and next month's specials, are also posted there, and product testimonials. Please post your customer testimonials there too.

**NEW PRODUCT DEMO:** Mop & Shine. Cleans and shines in one step, and is safe for all no-wax floors, marble, vinyl, etc. See January catalog. Get your demo now. Reg \$6.99. Order #D731 for only \$2 Net.

**Demos** are new products below wholesale, one per dealer, so you can try them yourself or see them enough to properly promote them. See the 2003 catalog page 23 for other new products available Jan 2 - five "high pressure washer" products from Fuller's Industrial Division: Deck Wash, Vehicle & Boat Wash, Multi-Purpose House Wash, Heavy-Duty Degreaser, and Mold & Mildew Cleaner. Watch for more details.

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.