

# FULLER BRUSH DOWNEAST WINNING TEAM®

## NEWSLETTER



ISSUE #55

E-mail: FBDWT@maine.rr.com

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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.

#### ◆ CONGRATULATIONS NEW DOWNEAST FULLER BRUSH DIRECTOR:

**ALBERT PRESTON of Nevada**, sponsored by Tom Peper of CA, qualified for the elite group of Directors in November in only eleven months, part-time! He joined in January 2003! Al says "How did I get to Director? Just standard networking, talking to people, sharing the opportunity, being persistent." Thank you to one and all on his team who have participated in Al's success. Al has prior MLM experience and is also involved in sales in his 40+ hours a week job. Al also received a \$200 bonus for being the second highest recruiter of volume-producing new distributors in the Company in November. Larry Gray congratulated him on the Dec 18 Sales Hotline, and also met with him (see page 3). Congratulations!

I've got so much good news, this newsletter is expanded to six pages.

#### ◆ CONGRATULATIONS NEW DOWNEAST FULLER BRUSH MANAGERS:

|                  |  |
|------------------|--|
| <b>November:</b> | <b>f JOSEPH SPANGLER (DE) - sponsor Bev Fitchett (VA)</b>    |
|                  | <b>f BELEN VELASCO (TX) - sponsor Rick Coddair (TN)</b>      |
|                  | <b>h PATTY ZASLOFF (FL) - sponsor Lorian Rivers (FL)</b>     |
|                  | <b>w MARY TROXCLAIR (OR) - sponsor James Frazier (KS)</b>    |
|                  | <b>a LYNN HUNT (ID) - sponsor Albert Preston (NV)</b>        |
| <b>December:</b> | <b>CLIFFORD RODERICK (UT) - sponsor Roland Rhoades (ME)</b>  |
|                  | <b>NEVA JULIAN (IL) - sponsor Roland Rhoades (ME)</b>        |
|                  | <b>KEVIN STEVENS (CA) - sponsor Kevin Thomas (CA)</b>        |
|                  | <b>h ASHLEY MEARKLE (PA) - sponsor Mark Haynes (NV)</b>      |
|                  | <b>h JONI PROCTOR (AZ) - sponsor Mark Haynes (NV)</b>        |
|                  | <b>w CATHY EPPS (NC) - sponsor Wynn Distributing (AR)</b>    |
|                  | <b>w RENA WHEATLEY (OK) - sponsor Wynn Distributing (AR)</b> |
|                  | <b>p SONIA DIETRICH (WI) - sponsor Angela Marr (PA)</b>      |
|                  | <b>a STEVE LLOYD (LA) - sponsor Diane Jahoda (FL)</b>        |
|                  | <b>a ANGELA INGRAM (AZ) - sponsor Albert Preston (NV)</b>    |
|                  | <b>a THERESA O'CONNOR (NV) - sponsor Albert Preston (NV)</b> |

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.

#### ◆ \$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.

**NOVEMBER:** Champion Supplies Inc., Lorian Rivers, James Frazier, Ron Carpenter, Michael McCarthy, Mary Martin, Roy Maggard, Harry Jones, Cecil Crawford, Paul Lehman, and Diane Jahoda. Congratulations.

**DECEMBER:** Champion Supplies Inc., Kevin Thomas, Tina Orr, Lorian Rivers, Ron Carpenter, Michael McCarthy, Mary Martin, Roy Maggard, Harry Jones, Cecil Crawford, Paul Lehman, and Diane Jahoda.

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

|                 |   |                                     |
|-----------------|---|-------------------------------------|
| <b>Nov-Dec:</b> | <b>CHAMPION SUPPLIES (NY) - 39</b>      | <b>h LORIAN RIVERS (FL) - 17</b>    |
|                 | <b>ROLAND RHOADES (ME) - 10</b>         | <b>w WYNN DISTRIBUTING (AR) - 9</b> |
|                 | <b>a PAUL LEHMAN (CA) - 7</b>           | <b>p TOM PEPPER (CA) - 6</b>        |
|                 | <b>h MARK HAYNES (NV) - 5</b>           | <b>f BEV FITCHETT (VA) - 4</b>      |
|                 | <b>h SHARON BRAY McPHERSON (FL) - 3</b> | <b>h PATTY ZASLOFF (FL) - 3</b>     |
|                 | <b>w EARL YEOMAN (OR) - 2</b>           | <b>g RAY SCHADLER (KY) - 2</b>      |
|                 | <b>g EVELYN SCHMITTEN (TX) - 2</b>      |                                     |

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 purchases/sales.

|             |  |  |
|-------------|--|--|
| <b>NOV:</b> | <b>h MARK HAYNES (NV) - \$7599</b>         | <b>h LORIAN RIVERS (FL) - \$3887</b>     |
|             | <b>a PAUL LEHMAN (CA) - \$3197</b>         | <b>w WYNN DISTRIBUTING (AR) - \$1930</b> |
|             | <b>g RON CARPENTER (CA) - \$1309</b>       | <b>f BEV FITCHETT (VA) - \$1271</b>      |
|             | <b>g ROY MAGGARD (TX) - \$1114</b>         | <b>g EMILIO GARZA (TX) - \$1074</b>      |
|             | <b>CHAMPION SUPPLIES INC (NY) - \$974</b>  | <b>w MARY TROXCLAIR (OR) - \$934</b>     |
|             | <b>g MARY MARTIN (TX) - \$911</b>          | <b>a DIANE JAHODA (FL) - \$855</b>       |
|             | <b>h MICHAEL McCOLLUM (TX) - \$844</b>     | <b>KEVIN THOMAS (CA) - \$806</b>         |
|             | <b>JOHNNIE MARTIN (MI) - \$772</b>         | <b>a ALBERT PRESTON (NV) - \$755</b>     |
|             | <b>p THOMAS PEPPER (CA) - \$687</b>        | <b>w EARL YEOMAN (OR) - \$549</b>        |
|             | <b>w RENA WHEATLEY (OK) - \$450</b>        | <b>f SPENCER PARSONS (CA) - \$442</b>    |
|             | <b>a RHEA LEAPLINE (PA) - \$434</b>        | <b>w GERALD GEHO (TN) - \$433</b>        |
|             | <b>p ANGELA MARR (PA) - \$397</b>          | <b>h MARITZA NEVAREZ (CA) - \$336</b>    |
|             | <b>g ANNETTE CURRAN (WA) - \$318</b>       | <b>h DEBRA NELSEN (WI) - \$306</b>       |
| <b>DEC:</b> | <b>h MARK HAYNES (NV) - \$9287</b>         | <b>a PAUL C LEHMAN (CA) - \$4992</b>     |
|             | <b>h LORIAN RIVERS (FL) - \$1777</b>       | <b>w WYNN DISTRIBUTING (AR) - \$1637</b> |
|             | <b>CHAMPION SUPPLIES Inc (NY) - \$1524</b> | <b>g EMILIO GARZA (TX) - \$1461</b>      |
|             | <b>g MARY MARTIN (TX) - \$1309</b>         | <b>g RON CARPENTER (CA) - \$1220</b>     |
|             | <b>KEVIN THOMAS (CA) - \$1114</b>          | <b>TINA ORR (PA) - \$1007</b>            |
|             | <b>f BEV FITCHETT (VA) - \$976</b>         | <b>JOHNNIE MARTIN (MI) - \$965</b>       |
|             | <b>a DIANE JAHODA (FL) - \$956</b>         | <b>w RENA WHEATLEY (OK) - \$951</b>      |
|             | <b>a ALBERT PRESTON (NV) - \$769</b>       | <b>g ROY MAGGARD (TX) - \$758</b>        |
|             | <b>w EARL YEOMAN (OR) - \$589</b>          | <b>MARK BEHMLANDER (MI) - \$559</b>      |
|             | <b>h PATTY ZASLOFF (FL) - \$516</b>        | <b>a EARL FARQUHARSON (FL) - \$428</b>   |
|             | <b>w GERALD GEHO (TN) - \$403</b>          | <b>a BILL WISEMORE (WA) - \$371</b>      |
|             | <b>h CAROLYN MACEDA (NY) - \$353</b>       | <b>JOSEPH EIMICKE (NY) - \$324</b>       |
|             | <b>p THOMAS PEPPER (CA) - \$311</b>        | <b>AL HERMAN (WA) - \$305</b>            |

Mark Haynes leads the pack again breaking the \$9000 mark for the first time and may be the Company leader in the next Fuller Superstars issue. Paul Lehman really means business after only 6 months in Fuller.

Congratulations also to DWT members who were recognized in the Company's Superstars Quarter III issue: Mark Haynes, Bev Fitchett, Roland Rhoades, Wynn Distributing, Albert Preston, Champion Supplies Inc, Lorian Rivers, Roy Maggard, Melody Schafer, Kenda Fisher, Stephen DeMarce, and Braxton Enterprises.

**IMPORTANT DATES:** January 15: February Specials begin; Feb 2 4PM CST: January Order Deadline; February 13: March Specials begin; March 1 4PM CST: February Order Deadline; March 15: April Specials begin. See your 2004 FB Calendar.

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.

**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.

RESULTS are in. The following people increased their sales enough to get their choice of gift: Mark Haynes, Lorian Rivers, Paul Lehman, Wynn Distributing, Ron Carpenter, Bev Fitchett, Roy Maggard, Champion Supplies, Mary Troxclair, Mary Martin, Michael McCollum, Albert Preston, Thomas Peper, Rena Wheatley, Spencer Parsons, and Gerald Geho. Congratulations.

**"LUNCH WITH THE BOSS"**. Larry Gray, VP of Fuller Brush Consumer Sales & Mktg (us) was in Las Vegas in December on business, and took that opportunity to meet up with our two Las Vegas Directors, Mark Haynes and Al Preston. Mark's account is on our training website. It is always good to get to know the big shots, AND for them to know you. Larry told me he was very impressed with both of them as leaders that will be reaching even higher achievements. He mentioned that Al has the sales and network marketing follow-through experience and know-how to go very far in this business. Larry is "just one of the guys", with personal MLM experience himself, and even a former Fuller Brush distributor and Director, who is always working to make business even better for us. He's the type of guy you want at the top.

**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.

**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 December, your deadline for the Sweeper is January 31. If Fuller receives your application in January, your deadline is March 1. If YOU recruited this new person, YOU also get bonuses. See your company literature pack.

Any new people that you recruited Sept 3-Dec 31, if your own volume is \$100+, you can earn an extra 5% monthly 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, Diane Jahoda, Mark Haynes, Lorian Rivers, Karlyn Camenga, Patty Zasloff, Wynn Distributing, Phil Gesch, Tom Peper, Annette Curran, Ray Schadler, Tom Myers, Joni Proctor, Paul Lehman, Al Herman, and Gerald Geho. Others could have received the extra 5% bonus if they had over \$100 in personal volume.

### **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]

**NEW PRODUCT DEMOS** are new products below wholesale, one per dealer:

**Demos available 12/19 through February 2** are the New products for January (featured in an additional product flyer) Shoe Shine Spray - on sale for \$6.99, Full Fresh Solid Air Freshener (as seen on TV) - on sale for \$7.99, Super Chamois Cloths (5) - on sale for \$9.49. Get your DEMO #D0104 of all 3 new products for only \$17.99 retail LESS your discount! This counts as commissionable product volume! See Contest>>>

#D858 is the February demo, available Jan 5 – March 1. Blazing Sands Mini Candle Kit Only \$8 net.

Debbie Nelsen in WI says "I got a container of #102 **Fulsol Degreaser Wipes** and had to try them. I keep a stainless steel tea kettle on the stove at all times and it tends to get greasy from cooking. I took one wipe and

cleaned the pot to a sparkling shine with just a wipe, no scrubbing! I then went on to the back of the stove around the knobs, and the stovetop. Wow, does it ever make cleanup easy! I lifted the burner rings and it got all those hidden spillover burn marks off too. When the cloth started feeling a little dry I spritzed some Fulsol spray on the cloth and continued cleaning. One side has a rough scrubby texture to it. These are a great thing for people with little cleaning time! So convenient.” Thanks Debbie.

The new #103 **Fullsan Disinfecting Wipes** are also a big hit. Especially in this cold and flu season, everyone should use a wipe daily to clean all the doorknobs in the house, refrigerator and cupboard handles, childrens’ toys, cribs, countertops, telephone receivers and keypads, toilet handles and seats, handrails, light switches, steering wheels, anything that gets touched by dirty hands, especially if someone has a cold or has been around others with a cold. You can also carry around with you the new #105 **Hand Sanitizer Wipes**.

See Our Discussion Board and our Fuller Difference manual for many more product testimonials. And we also encourage you to “be part of the Team” by contributing your experiences to the discussion posts.

**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. February catalogs are LP02619, 30 for \$5.99 with a free \$6.29 #619 Bowl Cleaner. March catalogs are LP03119, 30 for \$5.99 with a free \$7.99 #119 Wetmop head.

**NEW PRODUCTS SALES CONTEST.** New January products include the Shoe Shine Spray, the Chamois Cloths, and the Full Fresh Solid Air Freshener; all 3 are already great sellers. 3 more coming in February. Earn a Free Fuller Brush shirt or cap! See your lit packs, sales hotline, or our discussion board for details.

**2004 MASTER CATALOG.** The new catalog is expected by April. Continue using 2003 catalogs through March, 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.

**HOW’S BUSINESS? And HOW TO SKYROCKET YOUR SALES**

Since some of you ask, Unbelievably Fantastic! Hard to keep up with. If I don’t call you, by all means CALL ME if you have problems or questions. I just don’t have time to call new dealers like I used to, or chase down addresses of your new dealers. November business for our group was over \$17,000 more than the same month last year, and December was over \$24,000 more than last December. My twelfth year in business more than doubled my tenth year in business.

You know what I heard once? “No one buys anything after Christmas.” Well, you can’t use that excuse anymore.

Reason 1: Mark Haynes skyrocketed his sales past the \$9000 mark in December, a couple thousand coming AFTER Christmas!

Reason 2: In the last 2 weeks of December into January, I sold 6 of the Electrostatic Carpet Sweepers, one to an insurance agency, and 5 at church because I donated one to them a while ago and during church coffee hour, I make a point of demonstrating it to everyone, ahem, I mean I make a point of helping clean up after coffee hour. People comment about how good it picks up the crumbs, and I show them how it works and the comb to clean string and pet hair out of the bristle rotor brush. One person bought 3. You can set your own prices, but I encourage you to solicit multiple sales with a small discount. I also tell my customers to watch the sweeper demo videos on my fullerdirect site, but call ME if they are local.

Who joins or buys Fuller Brush? Any age, 18-118. It does help if they are familiar with Fuller’s heritage, or have talked with their parents about Fuller. If you don’t want to tell anybody you sell Fuller Brush and just want to anonymously pass out your fullerdirect website address, you might as well forget it and concentrate on your regular job. Fuller is all about asking “Remember Fuller Brush quality products? Well, we’re still around after 98 years, and doing just fine.” Your best customers will ask for a catalog before you can even offer them one.

Reason 3: The January 5-9 98-hour sale in honor of our 98 years was fantastic, creating sales in the 5 figures for our team. The Company went all out to make sure everyone knew about it. It was announced Dec 31 on the Sales Hotline and our DWT Training website, Fuller mailed the info by first class mail to all active dealers who ordered in Oct 1-Dec 22\*, and Fuller and I both emailed the info to all dealers whose email we have. Make sure Fuller has your email so you don’t miss major announcements (including the upcoming Distributor Resource site), as well as email acknowledgments of your orders shipping and UPS tracking.

? \*For the few of you who did not qualify for this Company mailing, could you please do me the favor of trying to make me understand WHY you joined Fuller Brush and what you expected that you don't think was available? I'd really appreciate it. Thanks. I'm not your boss and I know some of you are just wholesale customers. I just wonder if there's something that I can do or suggest to get you started? Or not? I do realize from your calls that some people are simply inundated with life or health issues, and I welcome you back to Fuller when life is better. If you don't want to be in Fuller anymore, please let me know, and why. If there is a problem or misunderstanding, maybe we can fix it. I provide this newsletter for both wholesale customers and the business builders. Some dealers seem to wait for me to call them to see if they have questions or problems. If you want help, you've got to have enough ambition to at least ASK. I've even tried passing local customers on to some distributors, but they reply "nobody wants to buy". Duh! People are asking to find a local dealer! You! Stop hiding from them. If you don't want anything more than a job in your life, let me know to take you off my newsletter list so I can spend more time with those who do want to get ahead in life. I DO know that my success is created by YOUR business and successes, and I certainly thank hundreds of you. That's why I make my email and 1-800-775-1113 toll-free phone line available to you. If your call or email goes unanswered, ask again; maybe it got lost during an extremely hectic period or while I was away. Returning phone calls and emails is a priority every day. Or, just read through my newsletters and our Discussion Board website for your own tips for success.

"Don't stress out over success. Aim for achievement, and success will naturally follow." – Roland Rhoades

"Success is a state of mind. If you want success, start thinking of yourself as a success." – Dr. Joyce Brothers

**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 1/16, 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 Dec 26 and Jan 12.

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.

**FREQUENT FULLER AWARD POINTS.** For the tenth year in a row, we tell you once again to ignore the expiration dates. The rewards program is extended once again. Keep building up your point total.

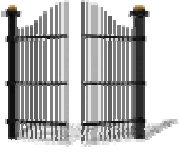
**SAVE MONEY ON YOUR TAXES.** Be sure to claim all the deductions you are entitled to. Get a Schedule C and you'll see all the expenses to keep track of, like postage, business car mileage @ 36c/mile, long distance phone calls, educational books and tapes, office expenses, possibly internet service or a computer, advertising and catalogs, and more. The deciding factor of many expenses is, are you running this as a business or a hobby, and to what extent is an expense something that you wouldn't have bought anyway. My new \$1700 digital laser copier/printer is an expense deducted directly from my claimable income! This is simple enough to figure yourself too.

**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 Jan 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. We are also working on a "one-minute FB business presentation".

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#.

**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.**



## HOW TO GET STARTED SUCCESSFULLY – THE BASICS.

**OPEN THE GATES OF OPPORTUNITY.** Most people wonder how to get started. Some of you do have similar experience and have gotten off to a terrific start. Others are simply “hungry enough” to just DO IT until you figure the right combination, like I did. After 12 years in Fuller, and previous MLM experience, my instinctive answer is that

Fuller is simple and pre-sold to much of the American public already, so “Just Do It”. Business has been growing so fast that I haven’t had the time to put more thought into my answer besides telling people to read what we’ve already put into print. Well, for those of you starting at zero with no prior network marketing experience, I’ll try to see if I can help more here, and I’ll also expand my DWT Manual 2 on Recruiting. First off, use and sell the products so you will be familiar enough with what your products are all about, so that you can take the next step. Sell AND recruit right from the beginning to create a long-term profitable business. I also recommend selling products locally in person to gain the product and sales and service experience required for long term success, but also creating an internet sales business via your fullerdirect website will create enough volume to give you lots and lots of money without the time commitment of regular sales. Getting your business “out of town” also solves the excuse that your town is economically depressed. Besides, if the economy of your area is bad, that’s even more reason for them to join us.

**Q.** I’m too shy to build this business. How do you find or contact potential recruits?

**A.** Get people to ask you what you do for a living. Get people to tell you what they’d do with their free time if they weren’t tied down to a JOB.

How do you do that? Simple. ASK THEM what they do for a living. Listen. If they have any people skills at all (that’s who you are looking for), they will then ask what YOU do. Of course you know what my answer is. You may prefer to start out saying, “I’m a teacher/engineer/social worker/minister/mechanic/whatever your job is now, AND I’m also a Fuller Brush Man/Woman with a nationwide internet business, and I help other people get started in this same business, even providing them with a free distributor kit and a free secure shopping website.” When they ask for details, be sure to stress the better than free product kits. Another good one-liner is “I teach people how to fire their boss”.

Now, when people tell you what job they have, don’t put it down, or they will feel compelled to defend their job, even if they hate it, and you’ve lost a prospect. Don’t be facetious, but when possible make a comment like “gee that must be interesting; I’ve heard that’s a great way to make lots and lots of money and gain control over your time”. Usually they will then open the door wide open for you to tell them about another way to make lots of money.

Either in addition to the above, or in place of, you can also ask people what they like to do in their spare time. Most people would like 7-day weekends. You can tell them that you have a business that once some effort is put into it to get it off the ground, it can grow on its own giving them free time to do what they want when they want. It DOES take work to get this business into that position, but if people are willing to invest a little TV time now, they can have extended vacation time later.

OK, now what if someone asks you how much money you made in your first month? Do you dread getting that question? Here is your answer: “I don’t know. I haven’t finished collecting it all yet.” Because after all, you can earn sales or referral commissions for years and years after you first find a customer or distributor.

I gleaned much of this information from Big Al Schreiter (specifically the London Conference 2001 tape set), whose tapes and books I have recommended to you in the past as worth much more than their price. See my Freebies webpage for much of his material for free. Much more coming in next issue, and on the website.

I have built my business to a point where I have no money worries, and continue building so that I can continue to expand my discretionary income for things I want. I DO keep busy, but frankly, most of my time is now spent doing things that you do NOT necessarily have to do. I have built a structure of support and provide the newsletters so that you don’t need to (although Directors should provide a downline email newsletter to keep in contact with your downline). I write and provide training materials so you don’t have to. I am available via phone or email for all downline questions. I am working on automating more of this, and Mark Haynes’ website contributions have certainly helped in that regard. If you are a leader who wants to contribute to the team, let me know. [now a part of DWT Manual 2]