



DOWNEAST WINNING TEAM® NEWSLETTER



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

EARN MORE IN 2004 !!!

◆ CONGRATULATIONS NEW DWT FULLER BRUSH DIRECTOR:

CHAMPION SUPPLIES INC of New York, sponsored by Roland Rhoades of Maine, qualified for the elite group of Directors in May! They joined in April 2002. Larry Gray congratulated them on the June Sales Hotline. Congratulations! Vince Platania and Catrine Moore have built an organization that is really coming together now, with many active retailers and recruiters nationwide. Their promotion raised their commission level from 46% to 52%. Vince started the business and Catrine had her doubts about MLM companies. But when she saw the nice checks coming in, and Vince had health problems, she jumped in and built their Fuller Brush business to the Director level. Team work makes the dream work! Thanks also, of course, to the many distributors in their group who have built their own businesses which contributed to their advancement. Vince has been tied down to his regular business with no vacations, and looks forward to the time freedom with Fuller Brush. Read their story on our Discussion Board. Become a Believer.

◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

May:	c AUDLEY HANSCOM (NH) - sponsor Champion Supplies Inc (NY)
	c JENNIFER BOWER (NC) - sponsor Champion Supplies Inc (NY)
	c LYUBA ROZENBERG (IN) - sponsor Champion Supplies Inc (NY)
	c ANNETTE BELL (IL) - sponsor Champion Supplies Inc (NY)
	LINDA TURNER-WANKE (IN) - sponsor Roland Rhoades (ME)
	TOMMY ROSE (ME) - sponsor Roland Rhoades (ME)
	h GENE ALLENSWORTH (NV) - sponsor Mark Haynes (NV)
	w JULIE KOVARIK (OH) - sponsor Wynn Distributing (AR)
	g GENEVA HILL (TX) - sponsor Evelyn Schmitt (TX)
	a MICHAEL FARRIS (IN) - sponsor Paul Lehman (CA)
	p JILL JOHNSON (WA) - sponsor Thomas Peper (CA)
June:	BILL CALDEIRA (MA) - sponsor Merlin Luschen (WI)
	c MARC KLECKNER (CA) - sponsor Kevin Thomas (CA)
	c CARTER ALLGOOD (GA) - sponsor Carolyn Allgood (GA)
	c MICHAEL MANN (AR) - sponsor James Sullivan (AR)
	h ROBERT LONG (MA) - sponsor Mark Haynes (NV)
	h KENDA FISHER (CO) - sponsor Mark Haynes (NV)
	h DONALD LUCKENBILL (KS) - sponsor Mark Haynes (NV)
	w DAVID RECKINGER (MI) - sponsor Wynn Distributing (AR)
	w DONNA LEWELLEN (CA) - sponsor Wynn Distributing (AR)
	g THOMAS WELCH JR (CA) - sponsor Ron Carpenter (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.

◆ **\$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.

MAY: Kevin Thomas, Lorian Rivers, Patty Zasloff, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Janet & Tom Hill, and Jill Johnson. Congratulations.

JUNE: Kevin Thomas, Marc Kleckner, Robert Long, Lorian Rivers, Patty Zasloff, Ron Carpenter, Mary Martin, Thomas Welch Jr, Harry Jones, Cecil Crawford, Paul Lehman, Janet & Tom Hill, and Tina Orr.

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

May-June:	c CHAMPION SUPPLIES (NY) - 30	c MARC KLECKNER (CA) - 18
	ROLAND RHOADES (ME) - 15	h LORIAN RIVERS (FL) - 9
	w WYNN DISTRIBUTING (AR) - 8	f BEV FITCHETT (VA) - 6
	p TOM PEPPER (CA) - 5	h MARK HAYNES (NV) - 4
	a AL PRESTON (NV) - 4	h PATTY ZASLOFF (FL) - 3
	h SHARON BRAY McPHERSON (FL) - 3	f ALICE FLANDERS (ME) - 3

Marc Kleckner, sponsored by Kevin Thomas, got off to a great start. He joined in May, and in June he sponsored 18 new dealers, and motivated ALL of them to order over \$100 each. He made Manager, and almost Director, in the same month! Hey, why join if you're not going to buy and sell the products, eh?

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

May:	h MARK HAYNES (NV) - \$4838	a JANET & TOM HILL (WA) - \$4719
	c CHAMPION SUPPLIES Inc (NY) - \$3463	a PAUL LEHMAN (CA) - \$2961
	p JILL JOHNSON (WA) - \$2324	h LORIAN RIVERS (FL) - \$1827
	w WYNN DISTRIBUTING (AR) - \$1780	g RON CARPENTER (CA) - \$1722
	h PATTY ZASLOFF (FL) - \$1027	f BEV FITCHETT (VA) - \$697
	c KEVIN THOMAS (CA) - \$695	c ANNETTE BELL (IL) - \$682
	p ROBERT SCHEUFELE (MD) - \$525	c CAROLYN ALLGOOD (GA) - \$419
	MARK BEHMLANDER (MI) - \$408	BILL CALDEIRA (MA) - \$401
	a YVONNE HAWTHORNE (MD) - \$384	c CARTER ALLGOOD (GA) - \$367
	w EARL YEOMAN (OR) - \$362	w DAVID RECKINGER (MI) - \$362
	g MARY MARTIN (TX) - \$357	a RANDY FRITZMEIER (ID) - \$339
	g ROY MAGGARD (TX) - \$320	DENNIS MONTEY (WI) - \$315
	a ALBERT PRESTON (NV) - \$314	c MARC KLECKNER (CA) - \$304
June:	h MARK HAYNES (NV) - \$4176	a JANET & TOM HILL (WA) - \$4137
	c CHAMPION SUPPLIES Inc (NY) - \$3321	a PAUL C LEHMAN (CA) - \$2539
	g RON CARPENTER (CA) - \$1789	h ROBERT LONG (MA) - \$1360
	TINA ORR (PA) - \$1304	w WYNN DISTRIBUTING (AR) - \$1192
	g THOMAS WELCH JR (CA) - \$1086	h PATTY ZASLOFF (FL) - \$1028
	h LORIAN RIVERS (FL) - \$949	p ROBERT SCHEUFELE (MD) - \$877
	c KEVIN THOMAS (CA) - \$669	g MARY MARTIN (TX) - \$531
	p ANGELA MARR (PA) - \$504	f BEV FITCHETT (VA) - \$503
	a ALBERT PRESTON (NV) - \$502	f SPENCER PARSONS (CA) - \$501
	VALERIE HORNBUCKLE (MI) - \$726	f JODIE JERNIGAN (GA) - \$489
	a RANDY FRITZMEIER (ID) - \$420	h MICHAEL CLARK (WA) - \$414
	w DAVID RECKINGER (MI) - \$414	f SHARON LOMBARDO (IL) - \$382
	c FAITH FRETZ (PA) - \$364	c CURTIS DECKARD (IN) - \$342
	w EARL YEOMAN (OR) - \$334	c CARTER ALLGOOD (GA) - \$317
	c REBECCA PERRY (AR) - \$312	h DONALD LUCKENBILL (KS) - \$300

HOW'S BUSINESS? Still Terrific! Janet & Tom Hill of WA have over \$14,000 in personal sales in their first 4 months! Jill Johnson sold \$2324 in her second full month. Robert Long rejoined in May and is off to a 4-figure start. Thomas Welch joined a year ago and finally decided to make time for Fuller, with great results. Many others are regulars on this list. Congratulations for taking advantage of this opportunity.

MyFullerBiz.com – Your New Business Resource

Now you can check your personal sales, downline sales (if you are a Manager), and see which fullerdirect customers have ordered during the month on your own private website. You can also place orders on-line, read the past few Sales Hotlines, see and print out the current promotional flyers, and generally find out what's going on that you may be missing out on. Just login with your 7-digit ID# with no spaces and the last 4 digits of your soc sec # as your password (which you can change).

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 and \$45 or \$90 bonuses. See your company literature pack.

EXTRA SUMMER BONUS: Join in July or August AND place a \$200+ retail order before August 31, and receive in addition to the above bonuses and commissions, an extra \$10 off and 20 monthly catalogs!

IMPORTANT DATES: July 15: August Specials begin; **Aug 2 4PM CST:** July Order Deadline; **August 13:** September & Holiday Specials begin; **August 31 4PM CST:** August Order Deadline; **September 15:** October & Holiday Gift Shoppe Specials begin. See your 2004 FB Calendar.

❖ KITCHEN HELPERS SALES CONTEST

Hope you've been paying attention to the Sales Hotline announcements about the Kitchen Helpers Sales Contest. The original flyer is extended through Aug 31, and there is an additional flyer with ten more products. Hope you got your below-wholesale demo (deadline 7/31). If your sales from those 17 new products reach at least \$300 by August 31, you will win 2 free products from the upcoming Holiday Gift Shoppe brochure. Be a top sales leader and get even more prizes. See MyFullerBiz.com for all the details.

Take advantage of Fuller's sign-up specials now to build your group! 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 July 16, 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. **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.

MONTHLY SPECIALS catalogs. See your monthly purchase order. If you have Spanish customers, use the 2003 Spanish Master Catalog with the Monthly Sale preview inserted. Those previews are on our Discussion Board to print out. August catalogs are 30 for \$5.99 with a free #88 Cucumber Melon Body Mist included! September catalogs LP091 will include the first of 2 Holiday flyers, 20 each, and a Vanilla Air Freshener all for \$5.99, available July 27.

The Summer Outdoors and Car Care flyers expire July 31. Don't throw them out; they may be extended through the end of August; watch the Sales Hotline or our Discussion Board for the latest.

MASTER CATALOGS. Watch for the announcement in mid-August, just in time for the Holidays. There will be some minor price changes and will be English only.

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.

PRODUCT QUESTIONS

I've had many people ask if we have a brush for cleaning mini blinds or Venetian blinds. Sure we do; it is #328, aka the Big Wally Brush. Besides being a great brush for cleaning the dust off your walls and ceilings, use this brush with the long fluffy bristles without the handle to clean many rows of the blinds at once!

If you have spots and stains on just about anything, THE product I now recommend above all others is the #706 Fullpower Spot Away. If you haven't tried it yourself, DO IT! It'll convince you more than anything I can write here. Once you're convinced, you will find the words pouring out of your mouth to friends/family, selling this product without even realizing what you're doing. I also love Upholstery Cleaner.

WHAT IS YOUR S.Q.? That's the great thing about selling Fuller Brush. Don't make it a difficult selling procedure. TRY the products and you'll just naturally rave about them and get tons of sales. Manual 4 on our Training website has MY list of top selling products. Your confidence will also find people who want to join. I'm sure you all have respectable I.Q.s. But what is your S.Q. – Success Quotient? If you have successes to personally tell people, your successes will snowball. If you tell people nobody makes money (because you're not doing anything to make money), it will become a self-fulfilling prophecy. Your attitude determines your altitude and your S.Q. Positive Mental Attitude books and tapes certainly made a big difference in my life. You need something to counteract the constant stream of garbage coming in from the TV and newspapers and fellow co-workers jealous of the possibility that you might get out of the rut that they are so comfortable sharing with you. Paul Lehman sold over \$10,000 in his first 6 months in the business, and his business continues to grow. In fact he is the person who sponsored Janet and Tom Hill (p2), as well as many other productive distributors. Other distributors like Robert Long, Tom Peper, Thomas Welch, and many others either rejoined Fuller after dropping out or made the decision to make Fuller work after doing nothing at the beginning. It's never too late to become successful. What is success? It's not just money and money isn't everything, though I've been without it and with it, and having it is certainly easier. Success brings in enough money so you don't have to sweat the small stuff. The amount is different for everyone. Money will give you the self-confidence to hold your head up and be proud of knowing that you are on the right track providing an improving future for your family. If money is all you care about, you've still got a ways to go. As my website says, most people don't have time for their kitties (or kiddies) during the day, but I do. Make a list of what is important to you in life, and figure what will accomplish that for you. More and more people are deciding that The Fuller Life is the right road for them.

Congratulations to Paul Lehman also for being the #1 recruiter of productive new distributors and receiving the \$300 bonus (read the past Sales Hotlines on MyFullerBiz.com for his recognition). Other regulars in the Top Ten in the entire company from our team have been Champion Supplies, Tom Peper, Roland Rhoades, Wynn Distributing, Mark Haynes, Lorian Rivers, and occasionally others.

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 7/16, 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.

I now get mailing labels directly from the Company's database every other month. **If YOU don't TELL ME and your other upline when you sponsor someone, they can't get my newsletter or our help.** Then, they, you, and I don't make money. If there is any reason why you haven't already sent me their address for a timely newsletter and they should not 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 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.

Expired sales catalogs, while they last, are 320 for \$1. See LP0004 on the Business Aids order form (16 packages of 20 for \$1). Just write on them "sample – call for current specials" with an intro note about you for a mass blitz of your neighborhood. Chances are half the specials will still be good anyway. Even cheaper than a business card or flyer! FOLLOW-UPS are the major factor in getting sales. Blitzes will gather some calls, but you need to be a local face rather than an anonymous catalog to get lots of sales. Get a street phone directory to make timely phone calls to the neighborhoods where you left your "introduction".