



DOWNEAST WINNING TEAM® NEWSLETTER



ISSUE #62 **March-April 2005**
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 Newsletter & the latest web-only updates: www.FullerBrushDWT.com/news.htm

CREATE YOURSELF A FULLER SPRING!

◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

Jan:	KERRY ENGLE DOW (KS) - sponsor Roland Rhoades (ME)
	CARLOS AGUILAR (TX) - sponsor Roland Rhoades (ME)
	c PATTY LYNCH (OH) - sponsor Champion Supplies Inc (NY)
	c Fisher Family Vision Center (IN) - sponsor Patty Lynch (OH)
	w JOY BERNDT (MI) - sponsor Wynn Distributing (AR)
	p JOHN PHARO (TX) - sponsor Robert Scheufele (MD)
	p ELIZABETH SWANSON (CA) - sponsor Tom Peper (CA)
	a ALLEN SCOTT (VT) - sponsor Paul Lehman (CA)
Feb:	FRANK BEAN (AL) - sponsor Roland Rhoades (ME)
	c CLARA MARONA (AL) - sponsor Champion Supplies Inc (NY)
	f MARIANN JOINER (NY) - sponsor Gary Greene (NC)
	h SANDRA PERKINS (WA) - sponsor Michael Clark (WA)
	h TERRI ROUTH (AR) - sponsor Sharon Bray-McPherson (FL)
	h LOUIS RENDEIRO (NY) - sponsor Patty Zasloff (FL)
	w CHARLES ADAMS (CA) - sponsor Wynn Distributing (AR)
	w JEANNE CHARRIER (LA) - sponsor Wynn Distributing (AR)
	p JANET PEPPER (CA) - sponsor Thomas Peper (CA)
	a CHUCK RADCLIFFE (GA) - sponsor Albert Preston (NV)

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 = Director Champion Supplies Inc.'s group

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)

Jan-Feb:	ROLAND RHOADES (ME) - 28	h PATTY ZASLOFF (FL) - 12
	h MARK HAYNES (NV) - 9	a JANET & TOM HILL (WA) - 7
	h SHARON BRAY-McPHERSON (FL) - 5	a AL PRESTON (NV) - 5
	p TOM PEPPER (CA) - 4	w WYNN DISTRIBUTING (AR) - 4
	PAUL & SUSIE STEPHENS (SC) - 4	JOE BOROSKEY (FL) - 3
	c PATTY LYNCH (OH) - 3	a PAUL LEHMAN (CA) - 3
	AL HERMAN (WA) - 2	p JANET PEPPER (CA) - 2
	h MICHAEL CLARK (WA) - 2	

◆ \$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.

JANUARY: Jean Suby, Mitsua Hollen, Al Herman, Joe Boroskey, Patty Lynch, Lorian Rivers, Patty Zasloff, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Yvonne Hawthorne, and

Janet & Tom Hill. Congratulations.

FEBRUARY: Carlos Aguilar, Merry Guinn, Patty Lynch, Gary Greene, Sharon Bray-McPherson, Michael Clark, Lorian Rivers, Patty Zasloff, Ron Carpenter, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Yvonne Hawthorne, and Janet & Tom Hill.

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

Jan:	a JANET & TOM HILL (WA) - \$10,390	g RON CARPENTER (CA) - \$3694
	a PAUL LEHMAN (CA) - \$3405	h MARK HAYNES (NV) - \$2103
	a YVONNE HAWTHORNE (MD) - \$1651	w WYNN DISTRIBUTING (AR) - \$1427
	a ALLEN SCOTT (VT) - \$1260	h PATTY ZASLOFF (FL) - \$1064
	a ALBERT PRESTON (NV) - \$1018	TINA ORR (PA) - \$955
	JOE BOROSKEY (FL) - \$903	p THOMAS PEPPER (CA) - \$793
	CARLOS AGUILAR (TX) - \$736	c MERRY GUINN (FL) - \$705
	c KEVIN THOMAS (CA) - \$694	f BEV FITCHETT (VA) - \$511
	c CURTIS DECKARD (IN) - \$482	c Fisher Family Vision Center (IN) - \$460
	h DONALD LUCKENBILL (KS) - \$453	c PAULA SALTER (GA) - \$447
	a KARLYNN BAKER (AZ) - \$432	f GARY GREENE (NC) - \$427
	p JOHN PHARO (TX) - \$422	c ROBERT HARTUNG (FL) - \$418
	g MARY MARTIN (TX) - \$387	w EARL YEOMAN (OR) - \$333
	h LORIAN RIVERS (FL) - \$325	c AUDREY KERR (NV) - \$312
	p JOAN WATSON (OH) - \$305	
Feb:	a JANET & TOM HILL (WA) - \$6785	a PAUL C LEHMAN (CA) - \$3810
	g RON CARPENTER (CA) - \$2974	h MARK HAYNES (NV) - \$2440
	c MERRY GUINN (FL) - \$1391	w WYNN DISTRIBUTING (AR) - \$1268
	CARLOS AGUILAR (TX) - \$1261	a YVONNE HAWTHORNE (MD) - \$1108
	a ALLEN SCOTT (VT) - \$763	TINA ORR (PA) - \$759
	COUNT COPY-FULLER (WI) - \$749	FRANK BEAN (AL) - \$708
	h DEBRA PELKEY (VT) - \$653	h SANDRA PERKINS (WA) - \$632
	h LOUIS RENDEIRO (NY) - \$580	h MICHAEL CLARK (WA) - \$557
	f BEV FITCHETT (VA) - \$538	f MARIANN JOINER (NY) - \$537
	a ALBERT PRESTON (NV) - \$515	h PATTY ZASLOFF (FL) - \$503
	c KEVIN THOMAS (CA) - \$499	w EARL YEOMAN (OR) - \$485
	h THOMAS EISENHUTH (FL) - \$471	f GARY GREENE (NC) - \$449
	f SHARON LOMBARDO (IL) - \$435	h CAROLYN MACEDA (NY) - \$427
	c PATTY LYNCH (OH) - \$418	p THOMAS PEPPER (CA) - \$417
	h JEANINE MELLEEM (NM) - \$415	h TERRI ROUTH (AR) - \$373
	JOHNNIE MARTIN (MI) - \$365	p JANET PEPPER (CA) - \$365
	f SPENCER PARSONS (CA) - \$347	f DEWAIN CLAUSEN (IA) - \$341
	c CLARA MARONA (AL) - \$341	AL HERMAN (WA) - \$329
	a KARLYNN BAKER (AZ) - \$319	h KENDA FISHER (CO) - \$318
	g DONALD CRAFT (KY) - \$317	g RAY SCHADLER (KY) - \$300

HOW'S BUSINESS? Terrific! Janet & Tom Hill completed perfecting their retailing system with over \$10,000 in personal sales in their 12th month in the business! In February they decided to start recruiting, with 7 new distributors! Let's create some more Directors this year. Many more serious business builders are joining our team, starting right out with major sales and recruiting. Many on this list are in their first month, including Carlos Aguilar, Allen Scott, Frank Bean, and Sandra Perkins. 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.

IMPORTANT DATES: **March 15:** April Specials begin; **March 31 4PM CST:** March Order Deadline; **April 15:** May Specials begin; **May 2 4PM CST:** April Order Deadline; **May 13:** June & Summer Specials begin. See your Fuller Brush Calendar.

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.

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. If you want them to make money, please plug them into our Team.

Quarter 4 Super Stars from the Company's publication list many on our team. Top Recruiters include about half of them from our Team: Champion Supplies, Roland Rhoades, Patty Zasloff, Paul Lehman, Sharon Bray-McPherson, Bev Fitchett, Gregory Freckman, Yvonne Hawthorne, Sylvette Walsh, Wynn Distributing, Al Preston, Lorian Rivers, Lourdesita Cabili, Paula Salter, and Paul & Susie Stephens. Top Retailers include Janet & Tom Hill, Champion Supplies, Mark Haynes, Ron Carpenter, and Paul Lehman.

New Product Demos. Strictly ONE per distributor at this price.

D728002 is the NEW Vanilla scented Fullfresh Solid Air Freshener, our third scent. On special for \$7.99 in March. Get ONE demo of TWO containers for only \$5.99 net until March 31.

New April product - Demo available now until May 2. #650 Marble & Granite Cleaner & Polish, April sale price \$5.99, and #133 Cotton Cleaning Cloths (4) (same as in the Silver & Brass Polishing kit) Combo Price \$9.99. Demo price D133650, one of each, for only \$3.50 net.

MONTHLY SPECIALS Catalogs. See your monthly purchase order. April catalogs are LP04735 – 30 catalogs and a #735 \$5 Microwave Oven Cleaner – all for \$5.99. May catalogs are LP05103 – 30 catalogs and a #103 \$7 Fullsan Disinfecting Wipes – all for \$5.99, available March 24.

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.

Fuller's three 99-hour sales in January, February, and March, to celebrate the Company's 99th birthday, were a tremendous success, creating the sales volume to turn slow months into record months. A mailing was sent to all ACTIVE distributors. Most distributors are also now in the habit of calling the Sales Hotline for announcements, and/or checking their MyFullerBiz website announcements, and/or checking our DWT Discussion Board. I called most of my customers, especially the ones who had bought the featured products in the past. I also emailed my fullerdirect customers. CALL the Hotline regularly for future promotions.

Take advantage of Fuller's sign-up specials NOW to build your group! 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 2005 recruiting letter). Too much reading just confuses people, but it must also tell enough to answer their questions. 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. Plug them into our support system and encourage them to take advantage of all the new distributor promotions. 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!). 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. If YOU recruited this new person, YOU also get the Free Sweeper and \$45 or \$90 bonuses. See your company literature pack in your kit or orders for full details.

NEW DISTRIBUTOR KITS. New enhanced product assortments were introduced March 1 for the R204 and R205 kits. See my Fuller Gold recruiting letter, your MyFullerBiz website, or the R208 brochure for details. The R205, currently on special for \$39.95, now includes a large product tote bag, and over \$90 in products including the \$50 Electrostatic Carpet Sweeper, Shower Track & Grout Brush, Stainless Steel Sponges, Vanilla Air Freshener, Witch Hazel Lotion, Compact Hand n Nail Brush, and the Clean Cotton Perfumed Deodorant Block with a hang-up case. The R204 includes those products minus the Sweeper. Fuller Brush believes in investing in you so you can both make money, instead of making money selling kits.

FAST START 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 February, your deadline for the Sweeper is March 31. If Fuller receives your application in March, your deadline is April 30. **New distributors joining by March 30** can also get the Fast Start Bonus. Increase that \$150 order to \$200 in the month you join and get the Sweeper PLUS extra cash and prizes. Other prizes also available in Months 2 and 3 even if you miss Month 1. Fuller Brush is coming up with some terrific promotions to encourage your new distributors to become prosperous immediately, so that you also can become prosperous. Those who get off to a fast start do great, as opposed to those who take a while dwelling on and thinking about starting something new, which makes it seem difficult and imposing. It's really as simple as asking people if they've ever heard of Fuller Brush before, and when was the last time they saw a dealer or a catalog. Then say, "Well, you're looking at the new dealer in town. Everyone's heard of us, and have even been looking for us. Business is great." You create your own attitude, so make it positive.

What You Believe Will Be. I have heard comments from distributors such as "Oh, Nobody would ever buy that laundry detergent; it's too expensive." And "Nobody buys those new solid air fresheners around here; they like the plug-ins." **Don't limit yourselves** with pre-conceived misconceptions. I met with Robert Hartung while I was in Florida and he mentioned the VALUE of the #646 Fuller Plus Laundry Detergent, enzyme powered with optical brighteners. Besides lasting a long time because you don't need to use much of it per washload, it just plain WORKS. He had some work uniforms that were dingy on the verge of being thrown away. He used the Fuller Plus which made them bright again. His boss asked what happened to them, and he is now buying the Fuller Plus from Robert. Robert also sells the Extra Strength Bowl Cleaner by the case, like I do. My wife always liked the plug-ins, but I've even got her sold on the Full-Fresh Solid Odor Absorbers for the kitchen, kitty litter box, and the bathroom. She loves them because they work better.

"Anything worth doing, is worth doing POORLY ... UNTIL you learn to do it well!" This is a business that you learn by doing, so just Do It, and you'll gain the experience so that you'll actually know what you're doing. It's a forgiving business that will pay you as you learn. The more you learn, the more you'll earn.

WHAT I DO. After 13 years in this business with a huge group, you may think that I might just sit back and do nothing, except for writing my newsletter. I don't believe in telling you to do something I'm not doing myself. I don't include myself in the top sales leaders, but I do have enough personal sales to be in there. I do sell one bottle or can at a time to some people, but I also sell 10 wetmop heads at a time, a case of Bowl Cleaner or Fulsol at a time, and other quantity orders. Many of my customers come to me to pick up their products, but I also deliver to many people. I prefer delivering where people work; that way their co-workers will come over and say, "Oh, that looks great, I want some too." My customers also talk about the products in their normal conversations, and I get phone calls saying "I want some of that stuff [Sticky Stuff Remover] that got the sticker gum residue from Betsy's daughter's dress." I have already invested my time into FB to build to a full-time income; I took time off from TV and other time killers to get there. I was willing to do what it takes. You don't get something for nothing. I DO take advantage of the time freedom that Fuller gives me now though – I now have the luxury of enjoying some TV, I take days off during the week to do things I enjoy, I take vacations, and business is bigger and better than ever when I get back. My genealogy research projects now comprise nearly a full-time job, but it's something I do because I enjoy it. If I had a regular job, I certainly wouldn't have time for that. I also look for small cleaning companies not already beholden to a supplier, that clean homes or offices, and sell them the products mentioned above and others. Creating this business volume is what pushed me up to the highest commissions/discounts on my own personal purchases. Some people join just to buy wholesale, but that wholesale can be even better if you share the products with enough friends so that their purchases pay for your own products.

Don't stress out over recruiting, but your best prospects are people who already have the entrepreneurial mentality. Look for anyone selling for another sales company to see if they want to add to what they are doing. Or sign up those cleaning companies. One of my first distributors was someone who saw my ad in the local shopper news. She called and asked if I had any **Dissolve**, that she was familiar with from when she lived in Massachusetts. She bought some and told me her home-cleaning customers all responded "What did you use to finally get those hard water stains out of the toilet and sinks?" She told them "Dissolve from Fuller Brush, and you need to buy decent cleaning products if you want me to clean your home right." She joined and started selling them the products. Positive people affect 4 people per day; Negative people affect 11 people per day. So, you need to condition yourself not to be susceptible to people jealous of you trying to get out of the 9-5 rathole. Read and listen to motivational and training books and tapes.