



DOWNEAST WINNING TEAM® NEWSLETTER



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FULLER'S 100 YEAR ANNIVERSARY CELEBRATION BEGINS A CENTURY OF SUPERIOR HOME CLEANING SOLUTIONS

◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

July:	KEVIN HATCHER (VA) - sponsor David Marsh (VA)
	CAROL MOSCHETTO (NH) - sponsor Elen Travers (ME)
	c SUSANNA BUTRIM (MD) - sponsor William Yoder (OH)
	a JUDI JORDAN (AZ) - sponsor Al Preston (NV)
August:	DONNA REED (ME) - sponsor Brenda & Wally Bryant (ME)
	MARTHA AKERMANIS (FL) - sponsor Roland Rhoades (ME)
	STEVEN WRIGHT (OH) - sponsor Roland Rhoades (ME)
	CEDERIC SHEARER (DC) - sponsor Roland Rhoades (ME)
	WILLIAM JONES (DC) - sponsor Cederic Shearer (DC)
	c LOUIS ANZALONE (NY) - sponsor Patty Lynch (OH)
	c JOYCE WEST (OH) - sponsor Patty Lynch (OH)
	c LISA UHL (IN) - sponsor Champion Supplies Inc (NY)
	c ALISON & MICHAEL HENRY (CA) - sponsor Champion Supplies Inc (NY)
	h DONNA SAVAGE (ME) - sponsor Mark Haynes (NV)
	h JEFFREY TROWBRIDGE (CA) - sponsor Mark Haynes (NV)
	p LISA MUNGUIA (IN) - sponsor Janet Peper (CA)
	a JENNIE MARTINEZ (UT) - sponsor Yvonne Hawthorne (MD)

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 (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

Need Help? Wish I could call everyone to see how it's going, but it's just not possible, so call or email me.

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

July-Aug:	ROLAND RHOADES (ME) - 16	h PATTY ZASLOFF (FL) - 12
	a JANET & TOM HILL (WA) - 11	c SUSANNA BUTRIM (MD) - 8
	c PATTY LYNCH (OH) - 7	h MARK HAYNES (NV) - 7
	h CLAUDETTE HASKIN (NY) - 7	a AL PRESTON (NV) - 6
	w WYNN DISTRIBUTING (AR) - 4	p TOM PEPER (CA) - 4
	a CAROL ANN WEBB (OR) - 4	p JANET PEPER (CA) - 4
	h TERRI ROUTH (AR) - 3	c AUDREY KERR (NV) - 3
	a YVONNE HAWTHORNE (MD) - 3	c LISA DORSEY (CA) - 3
	c LOU ANZALONE (NY) - 2	c MANDY PROPPS (IN) - 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. Congrats all!

JULY: Dennis Montey, Patty Lynch, William Yoder, Susanna Butrim, Lorian Rivers, Patty Zasloff, Ron Carpenter, Paul Lehman, Yvonne Hawthorne, and Janet & Tom Hill.

AUGUST: Kevin Thomas, Patty Lynch, William Yoder, Alison Henry, Sharon Bray-McPherson, Lorian Rivers, Patty Zasloff, Ron Carpenter, Paul Lehman, Yvonne Hawthorne, Janet & Tom Hill, Karen Robinson, and Dorothy Ellicott.

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

July:	a JANET & TOM HILL (WA) - \$8639	a PAUL LEHMAN (CA) - \$5240
	h MARK HAYNES (NV) - \$3004	p THOMAS PEPER (CA) - \$2417
	g RON CARPENTER (CA) - \$1987	c SUSANNA BUTRIM (MD) - \$1519
	a ALBERT PRESTON (NV) - \$1219	h PATTY ZASLOFF (FL) - \$965
	a ALLEN SCOTT (VT) - \$880	a DOROTHY ELLICOTT (CO) - \$849
	c WILLIAM YODER (OH) - \$825	w WYNN DISTRIBUTING (AR) - \$792
	COUNT COPY-FULLER (WI) - \$779	a CAROL ANN WEBB (OR) - \$687
	c KEVIN THOMAS (CA) - \$608	a YVONNE HAWTHORNE (MD) - \$577
	h LORIAN RIVERS (FL) - \$573	c AUDREY KERR (NV) - \$528
	a JUDI JORDAN (AZ) - \$451	c JOYCE WEST (OH) - \$448
	c MARILYN KOCKROW (NE) - \$443	h KEITH HORTON (AL) - \$425
	f GARY GREENE (NC) - \$397	h TERRI ROUTH (AR) - \$387
	JANET KNAUS (IN) - \$379	c KASANDRA MULLINS (TX) - \$373
	BILL CALDEIRA (MA) - \$372	h LORETTA MATTO (PA) - \$351
	SHEILA PADGEN (IL) - \$343	MARK BEHMLANDER (MI) - \$343
	PATRICIA O'BRIEN (IL) - \$321	h ROBERT REZA (CA) - \$300
Aug:	a JANET & TOM HILL (WA) - \$6633	a PAUL C LEHMAN (CA) - \$3823
	g RON CARPENTER (CA) - \$2493	h MARK HAYNES (NV) - \$2404
	h PATTY ZASLOFF (FL) - \$1473	a DOROTHY ELLICOTT (CO) - \$1365
	c KEVIN THOMAS (CA) - \$1320	c ALISON/MICHAEL HENRY (CA) - \$1297
	a ALBERT PRESTON (NV) - \$1231	c WILLIAM YODER (OH) - \$1052
	a KAREN ROBINSON (WA) - \$1041	a ALLEN SCOTT (VT) - \$880
	STEVEN WRIGHT (OH) - \$976	c MERRY GUINN (FL) - \$955
	TINA ORR (PA) - \$905	a YVONNE HAWTHORNE (MD) - \$813
	c PATTY LYNCH (OH) - \$767	w EARL YEOMAN (OR) - \$693
	c LISA UHL (IN) - \$621	w WYNN DISTRIBUTING (AR) - \$574
	f PAT FITCHETT (VA) - \$572	c AUDREY KERR (NV) - \$557
	f SPENCER PARSONS (CA) - \$549	f ALICE FLANDERS (ME) - \$525
	h JEFFREY TROWBRIDGE (CA) - \$502	p LISA MUNGUIA (IN) - \$437
	h CAROLYN MACEDA (NY) - \$436	c LOUIS ANZALONE (NY) - \$424
	c SUSANNA BUTRIM (MD) - \$421	DONNA REED (ME) - \$416
	a CAROL ANN WEBB (OR) - \$409	WILLIAM JONES (DC) - \$392
	h MICHAEL CLARK (WA) - \$386	c JOYCE WEST (OH) - \$382
	a MARILYN SHONDA (NJ) - \$362	h DONALD HUTSELL (FL) - \$349
	h MARITZA NEVAREZ (CA) - \$336	h LORETTA MATTO (PA) - \$335
	TOMMY ROSE (ME) - \$324	p SONIA DIETRICH (WI) - \$302
	p THOMAS PEPER (CA) - \$301	

HOW'S BUSINESS? Terrific! August set another record. Many serious business builders are on these lists in their very first month, including Marilyn Kockrow, Donald Hutsell, Steve Wright, and Claudette Haskin who sponsored 5 people the same month she joined. Steve Wright is a former dealer who rejoined to get on the right team. Others in their first FULL month include Alison & Michael Henry with a first order of \$1297, Kasandra Mullins, Joyce West, Karen Robinson, Donna Reed, and William Jones. 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.

Fuller published the [Quarter 2 2005 Leaders](#) since our last newsletter. Top Recruiters company-wide listed include Roland Rhoades, Champion Supplies, Yvonne Hawthorne, Janet Hill, Patty Lynch, Audrey Kerr, and Patty Zasloff. Sponsor 3 or more in one month to be listed. Top Retailers company-wide include Janet Hill, Champion Supplies, Paul Lehman, Mark Haynes, and Ron Carpenter. It wasn't all that long ago that we first broke into that category; just build your personal sales to \$3000+ per month. Other team members mentioned include Carol Ann Webb, Victor Libo, and Dorothy Ellicott for making Manager their first month, and ten year pins to Martin Peavy, Caroline Aylward, Marilyn Shonda, Wilma Stubblefield, and Leroy Vreeland. Congratulations all.

FULLER'S 100 YEAR ANNIVERSARY CELEBRATION BEGINS

100 Years Already! How time flies when you're having fun. Seems like just yesterday when I was helping Alfred C Fuller set up shop and telling him how to market the products. Fuller has lots of product and business promotions planned to celebrate our 100th anniversary. We are poised for some really dynamic growth in the coming months. The Fast Start Director Program created new lower qualifications to reach the Director title for July-October. This created an active summer. We currently have 5 people in the 3-month qualification process for Director or above promotions, with a few more potentials. For these 4 months only, you can reach Director with 4 frontline personals active instead of 5, and 8 total active downline instead of 15, and total group volume of \$1500 instead of \$3000. "Active" is \$35+ in product volume every month. A flyer is in your lit packs and a more detailed explanation is on our Discussion Board. You must qualify 3 months in a row, with your first month coming by October. You will still need \$3000 PGV to earn 50%.

HEY, I'M TALKING ABOUT YOU. Please, everyone, give your upline the support that you would like when you decide to go for Director, by making sure your order(s) total **at least \$35 each month, to be considered active.** There are no requirements, BUT, **IF** you are going to order anyway, **WHY** would you order \$30 instead of \$35+??? Shipping costs you the same. Every person counts, and this means YOU. One Director had his final qualifying person order \$31.16, so he missed out on Director pay. Another person trying to reach Director had all the qualifications except for her final person ordering \$30. Besides, **only if you have \$35 yourself, do you earn anything on your downline or get increased commissions on your sales.** ACTIVE dealers are paid more attention to, by both your upline and the Company. If you were active at least one of the past 3 months, you received a special mailing from the Company about the Holiday Gift Shoppe. 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.

Stanley Home Products. You have access to all the Stanley products. Joining Stanley separately, as I've seen some people do, will dilute your commission percentage and cost you money. Concentrate on Fuller.

◆ PRODUCT PROMOTIONAL ITEMS from Our Team:

If you have a working email address that you've given me, you've already heard this. Besides a tried and proven Fuller Gold 2006 Recruiting letter, we have more in depth product informational flyers to photocopy, currently covering the Carpet Sweeper, Fulsol, environment-friendly aerosols, Fullsan Disinfectant, Sticky Stuff Remover, Perfumed Deodorant Blocks, and the Super Shammy, as well as a product overview flyer. Also flyers to include with sales of the Wetmop or our Beechwood hairbrushes for proper care. Go to our training website Discussion Board for the latest 9/05 updates under "Forms & Flyers".

OUR TOP SEASON for dynamic sales and sponsoring growth is the Sept-November period. Be innovative in creating new marketing methods rather than simply handing people a catalog. For example, advertise "The Lazy Man's House Cleaning System" only \$7.99 (the #206 Cleaning Slippers). Or advertise like Julius Rensch did: "NEW floor cleaning system, using no mops, brooms, sweepers, or vacuums! This new system is ideal for hardwood floors, perco, vinyl, linoleum, ceramic tile, and marble. A system so simple to use that family members will want to use it and have fun while using it! (husbands love it & say it is rewarding). It's simple, inexpensive and can be viewed by: [visiting his FullerDirect website and typing in #206 or calling]." Or even better, use these ideas to create your own imaginative sales campaign for any products.

HOME PARTIES are fantastic volume boosters this time of year. People are tired of giving each other the same old parties and find a Fuller Party a refreshing change of pace. Invite enough people to get 10-15 and end up with \$300+ in sales in one evening. See our DWT training manuals and postcard invitation.

I also want to stress the importance of how to get **REPEAT SALES**. That's the majority of my sales and certainly much easier than finding new customers. Make them LIKE YOU and KNOW YOU, and know that you are looking out for them, not just seeing how much money you can get from them. That means promoting the monthly sale prices, because if you're not, they will eventually find a dealer who is, and then be even more resentful of you. This also gives you 12 or more catalogs to show every year instead of people saying, "Oh, I already looked at your [one and only] catalog six months ago." Would you prefer making a few extra bucks on one \$30 order per customer, or would you prefer your regular commission on an extra few hundred dollars per customer? I wouldn't have sold a case of six Sweepers to one business if I had insisted on \$59.99 each. Word of mouth about great deals can be a positive or a negative in building your business. I hope you are making it a positive. Pick out some extravagant bargains each month as lead products to get their attention, and then people will look at the rest of your products. For example, September has a free Microfiber Wetmop head with purchase (and that along with many other products isn't even in the Master catalog yet); \$10.99 Pine Power concentrate – get TWO for only \$8.99 (sell them a pump and spray bottle to go with it); \$5.99 Moistik Lip Moisturizer – get TWO for \$4.99; and in October the \$5.79 Mint Mist Breath Freshener is THREE for \$4.99!!! POINT these all out to every customer, don't let them miss it. If selling by mail or email, create a cover letter proving that you are watching out for their pocketbook.

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.

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. October and November catalogs include an equal amount of the TWO Holiday brochures. Get 20 October catalogs LP101 and a #792 \$6.99 Bayberry Air Freshener all for \$5.99. Get 20 November catalogs LP111 with a \$6.99 #793 Hollyberry Air Freshener for only \$5.99.

2006 MASTER CATALOG. Now Expanded to 76 pages. The Sales Hotline announced availability on Sept 19 and special introductory prices of Buy 20 get 10 Free. Order MC0630 – 30 for \$15.

New Product Demos. Strictly ONE per distributor at this price. Most product demos are net items.

D205 gets you a \$6.99 Rubber Lint/Pet Brush for \$2 net, until Sept 30.

D206 gets you a pair of \$9.99 Cleaning Slippers for \$2 net, until Sept 30. Show It & Sell It!

These 3 demos are all **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.

D166621 gets you the \$18.97 **Multi-Surface Cleaning Demo** of the gel cleaner, sprayer, and microfiber cloths for \$8.99 less your discount until Sept 30.

MICROFIBER CLEANING MITTS demo. #D164 gets you this \$16.99 value for \$7.99 less your discount. Available Sept 1 – Oct 31.

HOLIDAY GIFT SHOPPE DEMO. Be sure to take advantage of the Demo D2005HGS. \$94 RETAIL (\$118 if you buy the items separately at the sale prices) Aug 31-Nov 30. Plus you get a blue canvass Tote Bag to carry the products around in to show people and get sales. The very first person I showed the flyer to bought the Hot Mat suction trivet, measuring butter dish, and leather belt bag.

The discounted kits, free sweepers, and Manager/Sponsoring drive **promos are all extended** through the end of the year. So, keep on keeping on. **Don't miss out on the "Rally Your Sales & Win" contest.**

IMPORTANT DATES: **Sept 15:** October & Holiday Gift Shoppe Specials begin; **Sept 30 4PM CST:** Sept Order Deadline; **Oct 15:** November Specials begin; **Oct 31 4PM CST:** October Order Deadline; **Nov 15:** December Specials begin. See your Fuller Brush Calendar.

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 9/15, and a notice emailed to all the emails I have, as well as news updates.