



DOWNEAST WINNING TEAM®

NEWSLETTER



ISSUE #78 GOING GREAT IN 2008 ! February-Spring 2008
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Newsletter & the latest web-only updates: www.FullerBrushDWT.com/news.htm

This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. Email recipients also receive paper copy FREE ON REQUEST. Let me know if you want paper. Thx.

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:**

| | |
|-------------|--|
| NOV: | c MICHAEL AUGUST (CA) - sponsor Louis Anzalone (NY) |
| | c FREDDIE INGRAM (CA) - sponsor Champion Supplies (NY) |
| | h PERCELL DEMETRIUS (GA) – sponsor Frantz Pierre (NY) |
| | w VIRGINIA FACER (OR) - sponsor Ellie Golding (OR) |
| | w MARTHA ASHBA (IN) - sponsor Wynn Distributing (AR) |
| DEC: | pal DAVID HOPE (CO) - sponsor Yvonne Hawthorne (MD) |
| | pj SEVERO ESPINOZA (CA) - sponsor Jesus Wendt (CA) |
| | palh KRIKA BRADSHER (NC) - sponsor Penny Bolyard (TX) |
| | pal JOAN CHUNKO (PA) - sponsor Paul Lehman (CA) |
| JAN: | TCAC MALL.COM (IL) – sponsor Roland Rhoades (ME) |
| | fs BEVERLY ANN DONATO (NH) – sponsor Stephanie Byrne (NH) |
| | fs ELIZABETH BOVA GLICK (NY) – sponsor Jennifer Lehman (DE) |
| | c BEVERLY WRIGHT (AR) - sponsor Champion Supplies (NY) |
| | h BARBARA CARNEGIE (ME) - sponsor Mark Haynes (NV) |
| | w RAY BIRDWELL (OK) - sponsor Wynn Distributing (AR) |
| | w BOB FRYER (AR) - sponsor Wynn Distributing (AR) |
| | pal JAMES CORDELL (PA) - sponsor Paul Lehman (CA) |

CODES: h = Supervising Director Mark Haynes' group w = Director Wynn Distributing's group
 z = Director Patty Zasloff's group (both also part of Mark's group) unk new Managers never submitted not listed
 p = Executive Director Tom Peper's group pj = Director Janet Peper's group
 pa = Supv Director Al Preston's group (both also part of Tom's group) pal = Supv Director Paul Lehman's group (part of Al's group)
 palh = Director Janet Hill's group (part of Paul's group)
 c = Supv Director Champion Supplies Inc.'s group (Director Patty Lynch part of Champion's group)
 f = Director Alice Flander's group fs = Director Melody Schafer's group (also part of Alice Flanders' group)

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

| | | |
|-----------------|----------------------------------|-------------------------------------|
| Nov-Jan: | ROLAND RHOADES (ME) – 28 | h MARK HAYNES (NV) - 16 |
| | h FRANTZ PIERRE (NY) - 14 | fs MELODY SCHAFFER (OH) – 12 |
| | w WYNN DISTRIBUTING (AR) - 5 | f ALICE FLANDERS (ME) - 4 |
| | z PATTY ZASLOFF (FL) - 4 | c JOANNE APICE (PA) - 3 |
| | fs BAKER'S BARGAIN BARN (AR) - 2 | z CHRISTINE REINHART (FL) - 2 |

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

| | | |
|-------------|--|--|
| NOV: | p RAYMOND RADZINSKI (MI) - \$5509 | palh JANET HILL (WA) - \$5354 |
| | p RON CARPENTER (CA) - \$4612 | h MARK HAYNES (NV) - \$4502 |
| | z JENNIFER MOSCOSO (FL) - \$4259 | pal PAUL LEHMAN (CA) - \$4024 |
| | p MICHELLE GUENTHER (TX) - \$1440 | fs ESTHER FRECKMAN (CO) - \$1204 |
| | ELDER METSA (MN) - \$1177 | c MARIA BRITTIS (SC) - \$797 |
| | c MAUREEN McDERMOT (DE) - \$797 | pal YVONNE HAWTHORNE (MD) - \$707 |
| | GARY GREENE (NC) - \$656 | pj JESUS/CARL WENDT (CA) - \$644 |
| | p TOM PEPPER (CA) - \$626 | f ANDREA STALNECKER (PA) - \$613 |
| | c JULIE WISHARD (MD) - \$578 | fs SUSAN VOGT (CT) - \$559 |

| | | |
|-------------|--|--|
| | c HOPE HELDRETH (NJ) - \$556 | w WYNN DISTRIBUTING (AR) - \$548 |
| | fs STEPHANIE BYRNE (NH) - \$493 | c LOUIS ANZALONE (NY) - \$482 |
| | c ARDEE-ANN EICHELMANN (AR) - \$446 | pa DOROTHY ELLICOTT (CO) - \$441 |
| | z CHRISTINE REINHART (FL) - \$420 | z PATTY ZASLOFF (FL) - \$399 |
| | w SANDRA McDERMID (NH) - \$379 | w ROBERT CUBBAGE (WA) - \$372 |
| | pal DAVID HOPE (CO) - \$360 | f TRUITT ANDRESS (NJ) - \$358 |
| | palh NADINE/ RON HAMILTON (WV) - \$322 | palh THOMAS HARPER (IL) - \$322 |
| | PAM JONES (unk) - \$314 | |
| DEC: | p RAYMOND RADZINSKI (MI) - \$5804 | palh JANET HILL (WA) - \$4974 |
| | h MARK HAYNES (NV) - \$4049 | pal PAUL C LEHMAN (CA) - \$3939 |
| | z JENNIFER MOSCOSO (FL) - \$3666 | p RON CARPENTER (CA) - \$3254 |
| | pa STANLEY KENNEY (NV) - \$2704 | fs ESTHER FRECKMAN (CO) - \$1477 |
| | p MICHELLE GUENTHER (TX) - \$1212 | pa DOROTHY ELLICOTT (CO) - \$1118 |
| | pj JESUS/CARL WENDT (CA) - \$915 | z CHRISTINE REINHART (FL) - \$773 |
| | SANDRA/SPENCER PARSONS (CA) - \$ 712 | c ARDEE-ANN EICHELMANN (AR) - \$677 |
| | p TOM PEPPER (CA) - \$610 | palh KRIKA BRADSHER (NC) - \$607 |
| | w WYNN DISTRIBUTING (AR) - \$551 | c MARIA BRITTIS (SC) - \$531 |
| | GARY GREENE (NC) - \$504 | f ANDREA STALNECKER (PA) - \$478 |
| | c LOUIS ANZALONE (NY) - \$476 | pal YVONNE HAWTHORNE (MD) - \$468 |
| | h CAROLYN MACEDA (NY) - \$461 | c JULIE WISHARD (MD) - \$455 |
| | c MAUREEN McDERMOT (DE) - \$454 | TCAC MALL.COM (IL) - \$422 |
| | c HOPE HELDRETH (NJ) - \$412 | f TRUITT ANDRESS (NJ) - \$376 |
| | p ROBERT SCHEUFELE (MD) - \$370 | h JEFFREY TROWBRIDGE (CA) - \$363 |
| | TOM DERRICK (NY) - \$352 | FRED HARDWICK (IL) - \$306 |
| JAN: | p RAYMOND RADZINSKI (MI) - \$6663 | pal PAUL C LEHMAN (CA) - \$5669 |
| | h MARK HAYNES (NV) - \$5380 | z JENNIFER MOSCOSO (FL) - \$4493 |
| | palh JANET HILL (WA) - \$4329 | p RON CARPENTER (CA) - \$3967 |
| | c BEVERLY WRIGHT (AR) - \$2686 | p MICHELLE GUENTHER (TX) - \$1652 |
| | c JULIE WISHARD (MD) - \$1633 | pa DOROTHY ELLICOTT (CO) - \$1593 |
| | fs ESTHER FRECKMAN (CO) - \$1541 | pa STANLEY KENNEY (NV) - \$1088 |
| | p THOMAS PEPPER (CA) - \$1034 | pal YVONNE HAWTHORNE (MD) - \$875 |
| | c LOUIS ANZALONE (NY) - \$860 | GARY GREENE (NC) - \$856 |
| | TINA ORR (PA) - \$847 | z CHRISTINE REINHART (FL) - \$659 |
| | h BARBARA CARNEGIE (NY) - \$653 | pj JESUS/CARL WENDT (CA) - \$607 |
| | c MERRY GUINN (FL) - \$563 | p MARY MARTIN (TX) - \$545 |
| | w WYNN DISTRIBUTING (AR) - \$523 | c MARIA BRITTIS (SC) - \$521 |
| | DONNA CHAVIS (unk) - \$520 | pal JAMES CORDELL (PA) - \$507 |
| | f ANDREA STALNECKER (PA) - \$496 | f TRUITT ANDRESS (NJ) - \$489 |
| | pj LISA ARELLANES (CA) - \$467 | pa ALBERT PRESTON (NV) - \$434 |
| | c MAUREEN McDERMOT (DE) - \$415 | fs MELODY SCHAFFER (OH) - \$362 |
| | fs LAWANDA MARTIN (VA) - \$357 | z MARTHA LAWSON (TN) - \$355 |
| | fs BEVERLY ANN DONATO (NH) - \$342 | z PATTY ZASLOFF (FL) - \$342 |
| | w BOB FRYER (AR) - \$336 | SANDRA/SPENCER PARSONS (CA) - \$ 331 |
| | FREDERICK TAYLOR (ME) - \$302 | |

Congratulations especially to the new distributors starting right off meaning business. Beverly Wright sold \$2686 in her first month! Krika Bradsher also advanced to Manager in her first month, and Barbara Carnegie in her second month. Truitt Andress has averaged \$400 in his first 5 months, and also recruited. Over \$1750 - \$3000/month consistently can earn the Managers Retailing Bonus of up to another 4% over the 46%. You'd expect January to be the slowest month of the three, but it was the BEST, because of the extra special offers Fuller gave us, and they mailed details to everybody who was ACTIVE. Of the 28 distributors I sponsored during this period, I placed 25 under many of YOU (see next page).

IMPORTANT DATES: Feb 15: March Specials begin; Feb 29 4PM CST: Feb Order Deadline; March 14: April Specials begin; March 31 4PM CST: March Order Deadline; Apr 15: May Specials begin; Apr 30 4PM CST: April Deadline; May 15: June Specials begin. See your FB calendar.

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 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!

NOVEMBER: Elder Metsa, Jennifer Lehman, Esther Freckman, Louis Anzalone, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Yvonne Hawthorne.

DECEMBER: Jennifer Lehman, Esther Freckman, Louis Anzalone, William Yoder, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Dorothy Ellicott, Stanley Kenney.

JANUARY: Gary Greene, Jennifer Lehman, Esther Freckman, Louis Anzalone, Julie Wishard, Beverly Wright, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Dorothy Ellicott, Stanley Kenney, Yvonne Hawthorne.

FULLER BRUSH – MADE IN THE USA – BUY AMERICAN



You have probably noticed the new Made in the USA price lists that FB drops into your orders, and the monthly catalogs with each product emblazoned with the USA emblem, as well as the products themselves except for the few imports. This is an excellent sales tool because more and more people are becoming disgusted with Chinese junk (my opinion anyway). A few exceptions include the Non-slip hangers made in Canada, the Shoehorn made in Sweden, and Shammy Cloths made in Germany. It doesn't say, but Fuller assured me that they manufacture the new Flexible Faucet Brush right there in Kansas. **Demo D331** is only \$2.99 thru March 31, reg \$4.99. Of course, your discount comes off the \$2.99.

HOW RECRUITERS MAKE MONEY ...or... THROW IT AWAY



As I have detailed before, in Fuller Brush you can get paid for recruiting someone your first day in the business (if you also have \$35 personal volume), unlike some other companies. If you don't really know what you are doing yet to be an experienced sponsor, THAT is what Fuller's network marketing program and your upline are for. WE help you to help them (IF YOU tell us who they are). This is on-the-job training. You only gain experience by doing it. Remember, only ONE Kit per person, so encourage the largest \$130+ R205 Gold Select Kit for \$39.95. **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.

If you are actively recruiting, I assume that you want to build a long-term residual income business, one that will make you money even when you are too busy with other things. Yes?

That's what I do. I've been too busy the past few months with family health problems and other things, so that all I've done is answer a few of the calls and emails, and passed dozens of leads and signups downline to you regularly-active dealers that are easily reachable by email. And Business keeps growing. Of course I needed to put in the "sweat-equity" and time to build my business to that point in the first place. You can too. Many of you could have had an official downline, but when I check my database for someone near them, you had not ordered in a while, or you recruit people but don't plug them into our system, or you don't respond to emails, or even phone calls, or you don't pay attention to your downline (according to some who find me and complain). The whole point of me spreading the wealth is to take away some of my workload, with YOU ALSO providing help. Make sure I know if you are prepared to mail the 5-page Fuller Gold 2008 recruiting letter to people I may send you (75¢ postage including a monthly catalog).

Let me give a couple examples of what not to do. I have heard a number of people say they cannot afford to SPEND \$35 on products to qualify for over-ride commissions, even if those commissions may add up to hundreds of dollars. Huh? In the first place, who ever told you that you had to SPEND money every month? You "should" be buying products from yourself instead of from the store each month, but Fuller lasts so long, you may not need to buy stuff every month. What you are SUPPOSED to do is SELL \$35+ each month and MAKE money. Tell your friends locally and nationwide and ensure that you will sell at least \$35 every month direct or mailorder/web. If you have a fullerdirect customer list, contact them regularly thanking them for buying from you, "the discount Fuller Brush dealer" (since you offer the monthly specials. Once in a while I hear of dealers who only sell at the master catalog prices; you can bet they don't get much repeat business, especially after their customers find a discount dealer!) and remind them how to buy more, and feature some of the more exciting or new products. See DWT Manual 4 on the various forms of Retailing for

more details. Fuller Direct mail/phone/web makes for a great passive repeat income. Dealers who had zero business (meaning less than \$35 to be active), but had downline ordering received just what they put into it, zero. Going through just my January genealogy report with a calculator, all these dealers would have received 46% off their \$35 order, plus Dealer A would have received a bonus check of \$124. Dealer B would have received \$50. Dealer C would have received \$89. Don't let money pass you by. Those who really build receive hundreds or thousands of dollars each month. The key is to teach every distributor to buy at wholesale, the same products that thousands of Fuller Brush customers pay retail for each month.

Some dealers who advance to Manager are not listed here, if their sponsors never submitted the needed information to identify them in my newsletter, though some may be among the sales leaders. SEND contact info for your new recruits to me AND their other upline, if YOU want your distributors to make money. Help them to get all the help they can, unless YOU really want to be their only source of help. Thanks.

OK, I got my kit. Now what do I do?

As soon as you join and your name is submitted for our Team newsletter by your sponsor, I mail you a welcome letter with getting started info, contact info for all your upline, important phone #s and websites, my newsletter, and a chart summarizing and simplifying all the various new dealer bonuses. If you did not initially fill out and sign the 3-part original application, sign the one that your sponsor sent you with his/her signature on it, and MAIL to Fuller. Fill out and mail/fax the fullerdirect website form. If you have found this on your own, please tell me your contact info yourself, and your sponsor if known. I also send email newsletters and updates if you have email. You are entered into my database for newsletters and referrals ONLY if I have an address to enter. Tell me if you move too; I always get newsletters back undeliverable. See Newsletter #77 for more. Enthusiasm to become successful comes from **I Am Sold Myself**.

About this FREE NEWSLETTER. & FREE EMAIL UPDATES OF THE LATEST NEWS:

If you have email, and IF I have your email address, then: You get this print Newsletter earlier than US mail, this issue posted on our website 2/14 as a pdf exactly like my print copy, and a notice emailed to all the emails I have. Many emails come back refused or disappear in your spam list, so add my email address to your trusted senders list/ white list/ not-spam list. This paper newsletter is now published quarterly and is free to everyone in the Downeast Winning Team, IF your address is submitted for my newsletter by your sponsor, part of your responsibility if you recruit. Paper copy will gladly be mailed to those who cannot print out the pdf copy; **just ask**. Over 1000 Email-only updates now go out monthly in between the paper issues.

2008 MASTER CATALOG. The 2007 master catalog will be good at least through March. Watch for announcements and a special introductory price. They are waiting until more new products are ready before preparing the new catalog. Use the **MONTHLY SPECIALS Catalogs** - See your monthly purchase order. 40 April brochures for \$8.29 with a free Tile & Grout Cleaner, available Feb 25. These have the new products and also offer your customers limited time discounts to encourage them to buy NOW. Your customers will appreciate you being "their discount Fuller dealer". Some products that don't sell well enough are also being discontinued (read your monthly purchase order to avoid being surprised). Some people have mentioned the former Range Hood Cleaner, which I never sold a single bottle of, because you can't find any better cleaner to cut that sticky grease on your range hood, and the wire mesh filter, than #626 Fulsol Spray. Even better than full-strength Fulsol. Also great for cleaning ovens, pots and pans inside and out, anything greasy or hard to clean. Great with Stainless Steel Sponges. Tell your customer to buy a can or two and they will find lots of uses for it. Spray the Fulsol on your mesh filter, wait a few seconds, and then just lightly drop it into a pan of water – you'll be amazed at how quickly and easily that grease dissolves. Water and Fulsol seem to "activate" each other.

FREQUENT FULLER AWARD POINTS. As announced on our Training website and on Fuller's Sales Hotline every year, this program and expired points is extended another year. See our Discussion Board for all your questions answered.

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.

Fuller provides the Sales Hotline to tell us all the latest, 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, extra specials. Transcripts of the past Hotlines are on your MyFullerBiz back-office website.

Use your Fullerdirect customer listing on myfullerbiz to send an e-news every month or two to all your fullerdirect customers, **creating a relationship** like personal visits used to do, and make sure they know how important it is to use YOUR fullerdirect website next time they order.