



DOWNEAST WINNING TEAM® NEWSLETTER



ISSUE #79 DOING GREAT IN 2008 ! May-Summer 2008
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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.

ONLINE DISTRIBUTOR APPLICATION NOW READY !! Details [Page 3](#)

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

FEB:	JAMES RINALDI (CA) – sponsor Cherry Merritt (CA)
	f LINDA WEAVER (PA) – sponsor Andrea Stalneckner (PA)
	fs NEIL HAYLETT (PA) – sponsor Roberta McMillan (TX)
	c DONNA CHAVIS (NC) - sponsor Champion Supplies (NY)
	p DORIS DAVIS (AZ) - sponsor Ursula Wenzke (SC)
MAR:	JOHN STINSON (FL) – sponsor Roland Rhoades (ME)
	f PAULETTE SMITH (NJ) – sponsor Truitt Andress (NJ)
	f PATRICIA LECUIVRE (VT) – sponsor Alice Flanders (ME)
	fs LAWANDA MARTIN (VA) – sponsor Sharon O’Neil (OH)
	fs VALERIE BROOKS (OH) – sponsor Melody Schafer (OH)
	c PAMELA SIMPSON (PA) - sponsor Champion Supplies (NY)
	h RONALD BORGMAN (MO) - sponsor Mark Haynes (NV)
	p JAMES MACEY (NM) - sponsor Ursula Wenzke (SC)
	palh CYNTHIA HARRINGTON (MA) - sponsor Janet Hill (WA)
APR:	RAYMOND DASHNAW (ME) – sponsor Tommy Rose (ME)
	fs JACQUELINE COOK (CO) – sponsor Esther Freckman (CO)
	p LAWRENCE HENDERSON (NM) - sponsor Ursula Wenzke (SC)

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)

Feb-April:	ROLAND RHOADES (ME) – 20	h FRANTZ PIERRE (NY) - 17
	h MARK HAYNES (NV) - 11	fs MELODY SCHAFFER (OH) – 11
	fs SHARON O’NEIL (OH) - 9	h LORIAN RIVERS (FL) - 6
	w WYNN DISTRIBUTING (AR) - 5	f ALICE FLANDERS (ME) - 5
	p TOM PEPPER (CA) - 4	fs BEVERLY DONATO (NH) - 3
	z PATTY ZASLOFF (FL) - 3	f PATRICIA LECUIVRE (VT) - 3
	pj ROBERT PEPPER (VA) - 3	

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

FEB:	p RAYMOND RADZINSKI (MI) - \$4840	palh JANET HILL (WA) - \$4715
	z JENNIFER MOSCOSO (FL) - \$4444	pal PAUL LEHMAN (CA) - \$4143
	p RON CARPENTER (CA) - \$3678	h MARK HAYNES (NV) - \$3230
	p MICHELLE GUENTHER (TX) - \$1300	c BEVERLY WRIGHT (AR) - \$1142
	c JULIE WISHARD (MD) - \$933	pa DOROTHY ELLICOTT (CO) - \$771

	pa STANLEY KENNEY (NV) - \$698	c LOUIS ANZALONE (NY) - \$673
	c HOPE HELDRETH (NJ) - \$642	TINA ORR (PA) - \$593
	fs ESTHER FRECKMAN (CO) - \$591	pj JESUS/CARL WENDT (CA) - \$590
	fs STEPHANIE BYRNE (NH) - \$577	f PAULETTE SMITH (NJ) - \$573
	h BARBARA CARNEGIE (ME) - \$560	f ANDREA STALNECKER (PA) - \$540
	z PATTY ZASLOFF (FL) - \$536	pal YVONNE HAWTHORNE (MD) - \$493
	h RONALD BORGMAN (MO) - \$493	c MERRY GUINN (FL) - \$484
	p MARY MARTIN (TX) - \$446	JOHN STINSON (FL) - \$446
	w WYNN DISTRIBUTING (AR) - \$441	c MARIA BRITTIS (SC) - \$431
	fs MELODY SCHAFFER (OH) - \$424	w JOSEPH O'CONNOR (NY) - \$416
	p TOM PEPPER (CA) - \$416	z MICHAEL O'HALLORAN (TX) - \$391
	pal DARRIN FARRIS (IN) - \$329	GARY GREENE (NC) - \$315
	FREDERICK TAYLOR (ME) - \$312	f TRUITT ADDRESS (NJ) - \$305
MAR:	p RAYMOND RADZINSKI (MI) - \$6041	palh JANET HILL (WA) - \$5289
	z JENNIFER MOSCOSO (FL) - \$4739	h MARK HAYNES (NV) - \$4029
	pal PAUL C LEHMAN (CA) - \$4019	p RON CARPENTER (CA) - \$3931
	c MERRY GUINN (FL) - \$1510	p MICHELLE GUENTHER (TX) - \$1487
	z CHRISTINE REINHART (FL) - \$1256	h RONALD BORGMAN (MO) - \$884
	z PATTY ZASLOFF (FL) - \$803	TINA ORR (PA) - \$751
	w WYNN DISTRIBUTING (AR) - \$713	p TOM PEPPER (CA) - \$712
	c JULIE WISHARD (MD) - \$691	pal YVONNE HAWTHORNE (MD) - \$679
	p MARY MARTIN (TX) - \$617	f PATRICIA LECUIVRE (VT) - \$615
	c LOUIS ANZALONE (NY) - \$598	pj JESUS/CARL WENDT (CA) - \$589
	f PAULETTE SMITH (NJ) - \$560	c MARGUERETTE WILLINGHAM (AL) - \$503
	h BARBARA CARNEGIE (ME) - \$484	c MARIA BRITTIS (SC) - \$398
	fs MELODY SCHAFFER (OH) - \$388	GARY GREENE (NC) - \$376
	fs ESTHER FRECKMAN (CO) - \$370	c PAMELA SIMPSON (PA) - \$368
	f ANDREA STALNECKER (PA) - \$367	pa DOROTHY ELLICOTT (CO) - \$331
	fs VALERIE BROOKS (OH) - \$306	pa STANLEY KENNEY (NV) - \$300
APR:	p RAYMOND RADZINSKI (MI) - \$8063	palh JANET HILL (WA) - \$4680
	p RON CARPENTER (CA) - \$4572	h MARK HAYNES (NV) - \$4517
	pal PAUL C LEHMAN (CA) - \$4200	z JENNIFER MOSCOSO (FL) - \$3973
	p MICHELLE GUENTHER (TX) - \$1495	TINA ORR (PA) - \$1271
	c WILLIAM YODER (OH) - \$1038	h RONALD BORGMAN (MO) - \$932
	c MERRY GUINN (FL) - \$890	pal YVONNE HAWTHORNE (MD) - \$808
	c JULIE WISHARD (MD) - \$807	z CHRISTINE REINHART (FL) - \$692
	p THOMAS PEPPER (CA) - \$663	z WILLIAM SCHARF (FL) - \$588
	GARY GREENE (NC) - \$555	w WYNN DISTRIBUTING (AR) - \$493
	f ANDREA STALNECKER (PA) - \$491	c LOUIS ANZALONE (NY) - \$478
	h BARBARA CARNEGIE (ME) - \$463	h LORIAN RIVERS (FL) - \$455
	c JULIUS RENSCH (OH) - \$438	c FEDERICO SALGADO (NY) - \$428
	pj JESUS/CARL WENDT (CA) - \$425	p SONIA DIETRICH (WI) - \$422
	LEE WILLIAMSON (TX) - \$411	f PATRICIA LECUIVRE (VT) - \$364
	TCAC MALL.COM, INC (IN) - \$361	fs MELODY SCHAFFER (OH) - \$359
	pj WENDA HARRIS (CA) - \$356	pal DARRIN FARRIS (IN) - \$354
	c HOPE HELDRETH (NJ) - \$351	h MARITZA NEVAREZ (CA) - \$346
	pa DOROTHY ELLICOTT (CO) - \$337	fs ESTHER FRECKMAN (CO) - \$303
	TOM DERRICK (NY) - \$301	

Congratulations to the new distributors starting right off meaning business, like Patricia Lecuire, Paulette Smith, John Stinson, Marguerette Willingham, Ronald Borgman. **Congratulations** especially to those who consistently treat their business as a business. Raymond Radzinski in MI joined Sept 2006 and was among the Company's Top Ten Retailers for 2007, along with Champion Supplies and Jennifer Moscoso, on our Team. Other DWT Team members in the 2007 Top 100 Retailers were Ron Carpenter, Michelle Guenther, Mark Haynes, Janet Hill, and Paul Lehman. I didn't make the Top 10 Recruiters this year because all the people I place downline don't count for me, but that's OK - I've run out of room for more plaques. ;>)

◆ **\$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 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!

FEBRUARY: Jennifer Lehman, Esther Freckman, Beverly Wright, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski.

MARCH: Merry Guinn, Lorian Rivers, Jennifer Moscoso, Christine Reinhart, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Yvonne Hawthorne.

APRIL: Tina Orr, Jennifer Lehman, Esther Freckman, William Yoder, Lorian Rivers, Jennifer Moscoso, Terrie Routh, Ronald Borgman, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski.

BREAKING NEWS - MAY 7, 2008

ONLINE DISTRIBUTOR APPLICATION NOW READY !!

The much anticipated internet distributor application is now here. Fuller Brush IS committed to our Fuller Gold independent distributor program and continues to do what it can to make our lives easier. Go to www.FullerBrushGetStarted.com (caps don't matter) and login with your ID# and look around to see what is there. All the 4 kit descriptions are there, as well as the new dealer promo flyers. *EXPLAINING* the business opportunity is our job, and may the best explanation win! I wouldn't want it any other way. Use our Fuller Gold 5-page recruiting letter (DWT Manual 3 on our training website, rev 5/08 to include this new option), which you can even make into an emailable pdf (with free programs like cutepdf.com) after you personalize it with your contact info, and then send them to the new application with your ID#. Works great; many of us have been using it since the first day. Fuller Brush emails the new distributor a welcome and their ID# and emails you with their contact info. Make sure Fuller has your email address so they can tell you. **IMPORTANT:** Forward this info to all your upline so that WE will know that they exist and can include them in our newsletter mailings; email also. If you fax in an application, then the original paper one must also be signed and mailed. Do away with all the paperwork by signing up on this new website. Email all your contacts from the past about this new development.

SWEEP IT AWAY ... WITH THE BRIGHT PINK BROOM

Brand New for May. On sale through August for \$14.99, reg \$21.49. This is the Kitchen Broom, except the head and the two-piece steel handle is a bright PINK. \$1 from every sale is donated to Breast Cancer research *by Fuller Brush*. An A*** dealer asked me if we get our normal commission on this broom, because in her other company, their cancer support products have no commission! Don't worry about gotchas like that with our company. You get paid. See our promotional flyers.

Email Tips. Signature lines. Getting your emails read and answered:

Who are you? My pet peeve. This seems to be a growing problem as more and more people begin to use email. I will simply use the name "Ann"; I am not talking about one specific person or even anyone named Ann that I know of. I get emails such as "please add me to your list" or "send information", with no name or email address, just signed "Ann". Sometimes the top of the email will list simply an email address and there is no name anywhere to be found. Sometimes there is no email in the top of the email, simply "Ann". Yes, there is a way to click on properties to determine where the email came from, if you want to wait a few months for me to get around to it. I also receive many automated email address updates, such as "abc@def.com has a new email address" with no name. OK, who are you and what is the new address and what was the old address, so I can find you. And while I'm at it, blank subject lines or something like just "Hi" are classic spams that end up in the spam file.

The solution is simple, the signature line that every email should have. It should include your name and email address and anything else you may wish to add, especially your Fuller website, and it automatically appears on all the emails you send. In Outlook Express, simply click on Tools>Options>Signatures, and make as many different signatures as you need. Most other programs are similar. This will also give you free passive advertising no matter who you are emailing.

I also need to caution some of you who already use signature lines. I see many with various versions of

“Join Fuller Brush” and then give your Fullerdirect website. Your Fullerdirect website contains absolutely nothing about the business opportunity. If they search around your website, they will simply become frustrated and do an internet search and join with somebody else. I suggest something like: “[your name and email], Discount Fuller Brush & Stanley Home Products www.FullerDirect.com/9200298 [with your ID], Join Fuller for Free; email me for details.[unless you have a website with dealer info. And give them the other options too besides the free kit.]” If mailing an info pack, spend no more than 76¢ postage. In fact, if you send people to the online appl instead of mailing one, 59¢ postage or an email will do.

2008 MASTER CATALOG delay was explained on the Sales Hotline in April, as they revamp our product line to remove slow sellers and add more popular new products. Watch for announcements and a special introductory price. Use the **MONTHLY SPECIALS Catalogs** - See your monthly purchase order. Get 40 June or July brochures for \$8.99 with a free product plus 40 Summer brochures, July available May 23. 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”.

Got Suggestions or Requests? Call Fuller’s Suggestion Box Line **1-800-732-1122** with your ID#.

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.

IMPORTANT DATES: **May 15:** June Specials begin; **May 30 4PM CST:** May Order Deadline; **June 13:** July Specials begin; **June 30 4PM CST:** June Order Deadline; **July 15:** Aug Specials begin; **July 31 4PM CST:** July Deadline; Aug 15: Sept & Holiday Specials begin. See your FB 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.

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 5/16 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.

Boosting your Sales Volume

Boost your sales by paying attention to the monthly specials. Whether you sell in person or by email, pick something that you can talk about like the USA products, the new pink broom, new products that look interesting to you like the microencapsulated cleaners, old products that we have lots of testimonials for that you can tell customers, and especially the products that we have product handouts for like the Dryer Brush, Fulsol, Stainless Steel Sponges, bathroom cleaners, and *especially the Electrostatic Carpet Sweeper*. \$50 per sale really boosts your volume to the highest percentages fast. Fuller gives you free ones in your kit and the first order bonus because they know that if you have one to try, and lend to customers, you and they both become believers in this “mighty mini”. Read our double-sided flyer with all the testimonials and give copies to your customers. Works great on all types of carpet and hard flooring, unlike copycats out there. Great for homes, camps, mini-golf carpets, motor homes, motels. “Green powered” – no electricity! New distributor Beverly Wright says “I sold over \$2600 my first month [Jan.]. I have found that my friends and coworkers are excited to find these quality products that work for a reasonable price. If I can get them to try one or two products, they are sold. Literally all except 2 customers have already ordered more products and plan to purchase more. WOW! These products almost sell themselves.” Repeat sales to happy customers is the key with Fuller Brush, plus referrals from those customers. I haven’t had to go looking for new customers for ages. See other tips in our DWT training manuals on getting started and retailing. When I drop catalogs off at businesses, I usually get new employees there buying for the first time because the other office staff have told them to, because “it’s good stuff”. I get some \$10 orders but a good percentage are over \$50, after they are satisfied with my service. A credit card is important so that the bank can finance your orders until you deliver and collect the money.