



# DOWNEAST WINNING TEAM®

## NEWSLETTER



**ISSUE #82**

**February-Spring 2009**

**ROLAND RHOADES, DIVISION DIRECTOR** E-mail: [FBDWT@maine.rr.com](mailto:FBDWT@maine.rr.com)

10 Blackberry Lane - Gorham ME 04038 1-207-892-0923 or 1-800-775-1113

**Newsletter & email-only updates, subscribe free:** [www.FullerBrushDWT.com/news.htm](http://www.FullerBrushDWT.com/news.htm)

This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. All New members receive a paper copy and welcome/getting started letter from me. Let me know if you prefer paper or email for subsequent newsletters. Thanks.

**OH NO. "The economy is terrible." Will Fuller survive? See Page 3.**

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:** Reach \$600.

<b>NOV:</b>	<b>DOUGLAS MUTTON (MA)</b> – sponsor Roland Rhoades (ME)
	fs <b>COLLEEN JORDAN (NH)</b> – sponsor Beverly Ann Donato (NH)
	c <b>ANN TOLLETTE (OK)</b> - sponsor John & Donna Brady (FL)
	c <b>LUCIE RELYEA (NY)</b> - sponsor Champion Supplies (NY)
	w <b>LAUREL GESCH (TX)</b> - sponsor Wynn Distributing (AR)
<b>DEC:</b>	<b>MARCUS ASHLOCK (KS)</b> – sponsor Amy Reeh (KS)
	<b>FREDERICK HARDWICK (IL)</b> – sponsor Roland Rhoades (ME)
	<b>BEVERLY ARP (IA)</b> – sponsor Roland Rhoades (ME)
	c <b>TONYA JONES (DE)</b> - sponsor Champion Supplies (NY)
	c <b>KATHLEEN BROWN (NY)</b> - sponsor Champion Supplies (NY)
	h <b>BRIAN MORRIS (IL)</b> - sponsor Mark Haynes (NV)
	w <b>MARK SINSEL (OR)</b> - sponsor Wynn Distributing (AR)
	p <b>TOM SHORT (OH)</b> - sponsor Tom Peper (CA)
<b>JAN:</b>	c <b>GERALDINE MEDLEY-FURBUSH (MD)</b> - sponsor Champion Supplies (NY)
	h <b>BERNADETTE ROLFS (NM)</b> - sponsor Mark Haynes (NV)
	p <b>ELIZABETH WEBB (WA)</b> - sponsor Tom Peper (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)      c = Supv Director Champion Supplies' group  
 p = Executive Director Tom Peper's group or Director Janet Peper's group  
 pa = Supv Director Al Preston's group (part of Tom's group)      pal = Supv Director Paul Lehman's group (part of Al's group)  
 path = Director Janet Hill's group (part of Paul'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)

<b>Nov-Jan:</b>	h <b>FRANTZ PIERRE (NY) - 20</b>	p <b>RON CARPENTER (CA) - 12</b>
Encourage	<b>ROLAND RHOADES (ME) - 11</b>	fs <b>MELODY SCHAFER (OH) - 11</b>
the R205	pa <b>AL PRESTON (NV) - 10</b>	fs <b>SHARON O'NEIL (OH) - 8</b>
Gold Select	h <b>MARK HAYNES (NV) - 7</b>	w <b>WYNN DISTRIBUTING (AR) - 5</b>
Business	z <b>PATTY ZASLOFF (FL) - 4</b>	palh <b>MARGARET/LARRY DEIBERT (PA) - 3</b>
Builders	p <b>TOM PEPPER (CA) - 3</b>	h <b>TERRIE ROUTH (AR) - 3</b>
Kit	f <b>ALICE FLANDERS (ME) - 3</b>	

To be included as a recruiter on my team, TELL me who you recruited. Thanks.

Fuller provides the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) 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:** Feb 9: March Specials began; Feb 27 4PM CST: February Order Deadline; March 13: April Specials begin; March 31 4PM CST: March Order Deadline; April 15: May Specials begin; April 30 4PM CST: April Deadline; May 15: June & Summer Specials begin.

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

<b>NOV:</b>	palh <b>JANET HILL (WA) - \$4030</b>	p <b>RAYMOND RADZINSKI (MI) - \$3955</b>
	p <b>RON CARPENTER (CA) - \$3245</b>	z <b>JENNIFER MOSCOSO (FL) - \$2796</b>
	pal <b>PAUL LEHMAN (CA) - \$2074</b>	pa <b>ALBERT PRESTON (NV) - \$1937</b>
	h <b>MARK HAYNES (NV) - \$1452</b>	z <b>CHRISTINE REINHART (FL) - \$1234</b>
	TINA ORR (PA) - \$947	p MICHELLE GUENTHER (TX) - \$927
	h BARBARA CARNEGIE (ME) - \$824	f ANDREA STALNECKER (PA) - \$803
	c ANN TOLLETTE (OK) - \$700	c MARIA BRITTIS (SC) - \$679
	WILLIAM MEYER (CT) - \$677	p JESUS/CARL WENDT (CA) - \$665
	p TOM O'BRIEN (CA) - \$659	z WILLIAM SCHARFF (FL) - \$493
	f ALICE FLANDERS (ME) - \$477	z KENNETH EVANS (CA) - \$456
	KAY SIU (HI) - \$407	h RONALD BORGMAN (MO) - \$398
	c HOPE HELDRETH (NJ) - \$397	p MARY MARTIN (TX) - \$387
	c KATHLEEN BROWN (NY) - \$368	MARK BEHMLANDER (MI) - \$347
	c LOUIS ANZALONE (NY) - \$325	z MARTHA JANE LAWSON (TN) - \$309
	c MERRY GUINN (FL) - \$302	
<b>DEC:</b>	palh <b>JANET HILL (WA) - \$6445</b>	p <b>RON CARPENTER (CA) - \$5083</b>
	z <b>JENNIFER MOSCOSO (FL) - \$3035</b>	p <b>RAYMOND RADZINSKI (MI) - \$2154</b>
	pal <b>PAUL C LEHMAN (CA) - \$1790</b>	pa <b>ALBERT PRESTON (NV) - \$1681</b>
	p <b>TOM O'BRIEN (CA) - \$1664</b>	h <b>MARK HAYNES (NV) - \$1621</b>
	p <b>MICHELLE GUENTHER (TX) - \$1551</b>	z <b>CHRISTINE REINHART (FL) - \$1338</b>
	f <b>ANDREA STALNECKER (PA) - \$1086</b>	pal JAMES CORDELL (PA) - \$833
	z WILLIAM SCHARFF (FL) - \$806	c LOUIS ANZALONE (NY) - \$788
	c MARIA BRITTIS (SC) - \$775	c ANN TOLLETTE (OK) - \$770
	pa DOROTHY ELLICOTT (CO) - \$638	p JESUS/CARL WENDT (CA) - \$627
	GARY GREENE (NC) - \$623	p THOMAS PEPPER (CA) - \$569
	z PATTY ZASLOFF (FL) - \$508	w WYNN DISTRIBUTING (AR) - \$496
	c MERRY GUINN (FL) - \$477	fs MELODY SCHAFFER (OH) - \$389
	h BRIAN MORRIS (IL) - \$345	c KATHLEEN BROWN (NY) - \$345
	fs STEPHANIE BYRNE (NH) - \$332	h BARBARA CARNEGIE (ME) - \$323
	c HOPE HELDRETH (NJ) - \$322	DEWAIN CLAUSEN (IA) - \$321
	h BERNADETTE ROLFS (NM) - \$318	
<b>JAN:</b>	palh <b>JANET HILL (WA) - \$6799</b>	p <b>RON CARPENTER (CA) - \$4426</b>
	h <b>MARK HAYNES (NV) - \$2160</b>	z <b>JENNIFER MOSCOSO (FL) - \$1852</b>
	f <b>ANDREA STALNECKER (PA) - \$1527</b>	pa <b>ALBERT PRESTON (NV) - \$1470</b>
	pal <b>JAMES CORDELL (PA) - \$1365</b>	p <b>RAYMOND RADZINSKI (MI) - \$1279</b>
	pal <b>PAUL C LEHMAN (CA) - \$1211</b>	p <b>MICHELLE GUENTHER (TX) - \$1175</b>
	pa <b>DOROTHY ELLICOTT (CO) - \$1054</b>	z <b>CHRISTINE REINHART (FL) - \$1025</b>
	z WILLIAM SCHARFF (FL) - \$594	w WYNN DISTRIBUTING (AR) - \$555
	c MARIA BRITTIS (SC) - \$541	p THOMAS PEPPER (CA) - \$469
	h BERNADETTE ROLFS (NM) - \$468	CYNTHIA CARROLL (FL) - \$401
	p MARY MARTIN (TX) - \$388	SANDRA/SPENCER PARSONS (CA) - \$385
	w ANITA SIMMONS (TN) - \$370	GARY GREENE (NC) - \$367
	c HOPE HELDRETH (NJ) - \$351	p TOM O'BRIEN (CA) - \$336
	c MERRY GUINN (FL) - \$332	fs MELODY SCHAFFER (OH) - \$325
	f TRUITT ANDRESS (NJ) - \$313	c KATHLEEN BROWN (NY) - \$307
	z DAVID WILLIFORD (ID) - \$304	

**Congratulations** to the new distributors starting right off meaning business. The following reached Manager in their first or second month via personal sales: Bernadette Rolfs, Ann Tollette. Besides the sales leaders and Directors listed above, the following were over the \$1000+ group volume level with their downline distributors: Jennifer Lehman, Audrey Clark, Lorian Rivers, Mary Martin, Ursula Wenzke, Terrie Routh. Fuller's Quarter IV Superstars also recognizes our Team members with staying power: 10-years for Clifford Roderick, James Doggett, Mitsua Hollen, Sue Rich, and Timothy Berg, and 15-years for Chuck Alt and Tommy Rose. Congratulations. And many on our team are among the top recruiters and retailers.



**OH NO. The economy is terrible. Will Fuller survive? Should I wait to get involved with Fuller Brush?** I love it. Those are comments I get fairly regularly.

Turn off your TV and stop listening to those scaremongers and take charge of your life. I'm self-employed as a Fuller Brush Man. I haven't noticed any economic problems. What does the future look like for Fuller Brush? Well, do you know when the Fuller Brush Company had its most substantial growth and established its place in American history? It was during the Great Depression when nobody had jobs, or money to waste. We are still the same company in the major ways that we were back then, and flourishing for 103 years. People need products that are a real long-term value that get the job done right the first time, saving people valuable time and money. Also, people who are unemployed or under-employed, need extra money to support their families. WE do well in recessions.

I have seen a great increase in the number of people asking for information about our home business opportunity this year. The only question for future or even current distributors is, paraphrasing President Obama, can you/ will you pick yourself up, dust yourself off, and show some responsibility? WE are fortunate enough to have that ability ready at hand. Just get off your butts or butts and create your own prosperity. People respect American entrepreneurship, especially with American products, so besides relying on just passive internet business, go out there and mention Fuller Brush to everyone you meet, with a positive confident attitude about our products and home business opportunity. We can create a *Positive* economic spiral. Yes, We Can! You will be both surprised and motivated by the response you get. People like helping their own local economy, buying from their local distributor. Build new relationships and friendships. The stories your customers tell you about their or their mother's use of the products can be very inspiring. I even have customers regularly ordering that I met 15 years ago, even though I now live an hour away. My business is successful enough now to run on autopilot, but I personally find customer response and stories from direct sales very motivating. Some of you ask just how business compares with previous months and years. I find it all averages out and really don't notice any long term downturns. Frankly, November being a short month did create a slow November. But, as I check my database, December was our best December *EVER* in group volume by \$6000! The 10% off sale on January specials helped with that. And our DWT total group volume for the year remained over \$1-million. January and February have also had extra 10%-off sales in honor of our 103<sup>rd</sup> anniversary. I hope YOU paid attention and took advantage of those special offers. ACTIVE distributors have been receiving special mailings from Fuller Brush. Not receiving them? DO something – order the minimum \$35 to count as active and eligible for mailings.

For fastest growth, take advantage of 1. some local direct sales, AND 2. nationwide mailorder and internet sales, AND 3. sponsoring other people into this terrific opportunity. YES, ALL THREE. Sure you may not like or want to go out selling products. Just casual selling to people you meet ordinarily is fine. Is that really worse than going on welfare or losing your home or car? Many tips are in our Retailing & Fullerdirect manual in our File Library website, as well as in previous newsletters. A Library of six years of newsletters is on my website. Our Team's private training site has a getting started page, a help topics page answering all the basic questions, and links to our Q&A Discussion & Announcements Board, and the File Library with our in-depth training manuals. Response from your local customers will give you the product knowledge, information, and confidence to be successful in the rest of your business. Even I find local customer response a motivator to sell more and build my customer and distributor base some more. If you know what the heck you are talking about, then you will be successful in mailorder and internet sales, and in recruiting your own distributor team. Recruiting builds a long term volume base so that you will earn a higher commission on your own sales and purchases, besides an over-ride income on their sales. Give people our Fuller Gold 2010 letter explaining the business opportunity, and THEN send them to FullerBrushGetStarted.com to join with your ID#, and no paper apps will be necessary. But remember, if Fuller doesn't have *your* correct email address, then you don't receive their email notifications of your new dealers' contact info to forward to us. If we don't receive the contact info *from you*, your new dealers do not exist in our database.

The whole point of Fuller Brush is repeat business. Many of my customers have been ordering from me for 15 years. Build a relationship, even long-distance, and make sure they know that *YOU* are their Fuller rep, and that you can help with any cleaning questions they may have. The whole point of fullerdirect is also

repeat business. If one of your customers CALLS in to reorder, they see that s/he is already your customer and you get the sale by default. However, if the customer just does an internet search for Fuller Brush, not knowing that it matters who they order from, *or even know* that they ordered from YOU last time, the order goes to whoever's website they go to. That is why I keep saying the most cost effective advertising is free – USE your customer list Fuller gives you to build a relationship, to make sure they know that YOU are their discount FB rep and don't just go searching for any old Fuller site. DO people really order again and again? One distributor recently checked his fullerdirect customer list and noticed 5 people from a couple months ago were missing. Fuller checked for him and they had already re-ordered through another distributor's website. YOU need to tell your customers that YOU appreciate their business and want more.

A couple tips to give your business an edge are to offer package deals and to get personal. Point out the package deals offered in your monthly specials catalogs, and for local customers you can even make your own specials, especially if you have inventory you want to move. Get personal with good service by showing your customers that you care and appreciate their business. Call or email your customers thanking them for ordering whichever products, make sure they are happy with them, answer any questions they may have about using the products, and find out what cleaning needs they may have in the future. People enjoy seeing the catalogs, but make sure you have a followup phone # for EVERY catalog you give out. That way you can find out why some didn't order, maybe her husband threw it out with the junkmail and she didn't know how to re-contact you. Need more contact or support from us? Email or call us anytime.

Besides giving your customers our many flyers of testimonials (in our File Library of course), TALK about your favorite products. March specials include the Upholstery Cleaner that I love. Great for cleaning fabric-shoes, and interchangeable with Shoe Clean that Fuller discontinued last year, great for car seats, upholstery, carpets, rugs, blankets, and clothes. Just spray on and rub with a damp sponge. Also on sale in March that we have printed flyers on, are the Electrostatic Carpet Sweeper, Sticky Stuff Remover, Bathtub Swab, and Bath Clean. The flexible #330 Drain Cleaner Brush should be renamed as a small bottle brush. It is great for getting into small necked bottles and vases to clean all the nooks and crannies, even in old antique bottles that may have been buried.

Use the **MONTHLY SPECIALS Catalogs** - See your monthly purchase order. 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". March and April catalogs are 40 for \$9.99 with a free product. See your April purchase order for May catalogs. I start everyone off with the monthly catalog and give the master catalog to cash customers. I also show them the \$2 cover price and tell them they get one free with an order. It gets them to order *now*. **NEW 2009 MASTER CATALOG** coming in April. Some price increases will become effective on April 1st. Watch for the introductory special offer.

**NEW PRODUCT DEMOS.** New products always have introductory demo prices to distributors, one per dealer. Your discount also comes off those prices. The Nature's Choice "Cleaner that's Greener" products introduced in the 2008 Master Catalog last July are all now available, plus other new products coming out each month. Ask for any new products when you call your order in, or check for demos on myfullerbiz.com

Another new product is Laundry Appliance Maintenance Cleaner. This ready-to-use, fast working, heavy-duty cleaner removes built-up deposits of grease and grime from *the inside areas* of a washing machine, such as under the washer lid, around the agitator and fabric softener dispenser. It can also be used on clothes dryer lint screens to remove build-up from dryer sheets and fabric softeners. It quickly attacks and removes built up deposits of grease & grime from inside & outside surfaces of laundry appliances. Safe on aluminum, stainless steel, enamel, chrome & plastic surfaces. Order your demo #D5908205, which includes a sprayer for only \$4.00 retail in March or April.

Most of our products have a Made in USA label. The Non-slip Pant Hangers are now back in stock. They and the #202 Reversible Lint Brush are made in Canada. The long #701 EZ Reach Shoehorn (great for the elderly or disabled) is made in Sweden, home of my g-grandmother. I think those are all as good as USA. The Fullsparkle Window Cleaning Kit that hooks up to your garden hose is also available again.

**Distributors Call ☎ 1-800-732-1118 if you don't have a Literature Pack of current catalogs, Free on request.**

It is tax season. Remember to maximize your bottom line by claiming all the self-employed business deductions you are entitled to. Keep a daily log of business mileage to the post office or deliveries to save over 50¢ per mile, advertising, postage, office supplies, and possibly insurance, telephone, internet service and computer programs, etc. Get a Schedule C tax form to see what you can save and stay legal.