



DOWNEAST WINNING TEAM® NEWSLETTER



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Newsletter & updates, free at: 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. You then receive subsequent newsletters via email as a pdf link. Let me know if you prefer paper. Thanks.

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

AUG:	ALICE TRITCHKOV (CA)	Sponsor Roland Rhoades (ME)
SEPT:	c FELECIA WALKER (GA)	sponsor Champion Supplies (NY)
OCT:	c CATHERINE LEE (MO)	sponsor Champion Supplies (NY)
	z ROSS GREENFIELD (MA)	sponsor Jennifer Moscoso (FL)
	w JOHN BONNER (LA)	sponsor Wynn Distributing (AR)

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)
palh = Director Janet Hill's group (part of Paul's group)
f = Director Alice Flander's group fs = Director Melody Schafer's group (part of Alice Flanders' group)

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

AUG-OCT:	h MARK HAYNES (NV) - 9	ROLAND RHOADES (ME) - 8
<i>Encourage</i>	w WYNN DISTRIBUTING (AR) - 5	w SUPERIOR FIELD SERV (FL) - 4
<i>the R205</i>	fs MELODY SCHAFFER (FL) - 4	p TOM PEPPER (AZ) - 3
<i>Gold Select kit</i>	z PATTY ZASLOFF (FL) - 2	c JOANN TISCHLER (NY) - 2

To be included as a recruiter on my team, TELL me who you recruited and plug them into the team so I can send them the team newsletter. Thanks. I also need to keep stressing the importance of recruiting successfully with our **Fuller Gold Team recruiting letter** (DWT Manual 3) that explains all the details. Just sending a couple Company flyers won't do it. We keep getting people with a free kit who now want the business builder's kit. The Free KIT is a distributor KIT and signs you up as a distributor. **ONE KIT per distributor**, so encourage people to get the one they really want (as p5 of the recruiting letter stresses). Check your website links. Fuller upgraded their website hosting and design this summer. Make sure your recruiting links go to the correct page for the Fuller distributor application, and give your ID#, so they can join under you: www.FullerBrushGetStarted.com

WORDS OF WISDOM from an Inspirations calendar, some reworded by me:

"One joy scatters a hundred griefs."

You become like what you think about. Think positive. If you can imagine it, you can achieve it. If you can dream it, you can achieve it. If you think you can do something, you are right. If you think you can't do something, you are right. Always do what you are afraid to do. Stretch yourself.

Happiness is where we find it, but rarely where we seek it.

The only way of finding the limits of the possible is by trying to do the impossible. It is better to fall short of a high goal than to reach a low one.

Only one person can make you happy, and that is You.

"When one door of happiness [or opportunity] closes, another opens, but often we look so long at the closed door that we do not see the one that has been opened for us." - Helen Keller.

Fuller Brush announced the **Top Leaders of 2010** in September, and sent new trophies and badges to the Top 10. Congratulations to: **Top Ten Sponsoring Performers** of new distributors creating the most volume in their first six months in 2010: On OUR DWT Team: Champion Supplies Inc, Roland Rhoades, Thomas Peper, Albert Preston. **Top Ten Retailers:** Champion Supplies Inc, Janet Hill, Albert Preston. Others among the **Top 100 Retailers**, alphabetically were Ron Carpenter, James Cordell, Mark Haynes, Michael Ian Hill, Timothy Kohls, Paul Lehman, Jennifer Moscoso, Thomas Peper, Roland Rhoades. Congrats all.

IMPORTANT DATES: **Nov 15:** October specials end & December specials begin; **Nov 30 4PM** Central: November specials Order Deadline; **Dec 15:** January specials begin; **Dec 30 4PM CST:** December & Holiday brochures Order Deadline; **Jan 13:** February Specials begin; **Jan 31 4PM CST:** January Order Deadline; **Feb 15:** March Specials begin.

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

AUG:	pa ALBERT PRESTON (NV) - \$4771	p MICHAEL IAN HILL (CA) - \$4411
	z JENNIFER MOSCOSO (FL) - \$4132	palh JANET HILL (WA) - \$3950
	p THOMAS PEPER (CA) - \$2002	TIMOTHY KOHLS (MO) - \$1593
	h MARK HAYNES (NV) - \$1027	p JONATHAN MEERE (AZ) - \$974
	pa DOROTHY ELLICOTT (CO) - \$624	p RON CARPENTER (CA) - \$589
	w TODD CASSIDY (MO) - \$585	MARK BEHMLANDER (MI) - \$560
	h LORETTA MATTO (PA) - \$468	p PATRICK MORIN (AZ) - \$457
	pa MIRIAM RODRIGUEZ (SC) - \$450	z MICHAEL McMURRAY (OH) - \$332
	c JULIUS RENSCH (OH) - \$331	pal RAYMOND HAMPTON (WA) - \$302
SEPT:	z JENNIFER MOSCOSO (FL) - \$4782	pa ALBERT PRESTON (NV) - \$4381
	p MICHAEL IAN HILL (CA) - \$4247	palh JANET HILL (WA) - \$4140
	p THOMAS PEPER (CA) - \$2003	TINA ORR (PA) - \$1006
	BEVERLY ARP (IA) - \$864	h MARK HAYNES (NV) - \$725
	p RON CARPENTER (CA) - \$506	c JULIUS RENSCH (OH) - \$443
	MARK BEHMLANDER (MI) - \$417	pa MIRIAM RODRIGUEZ (SC) - \$413
	w TODD CASSIDY (MO) - \$379	p MICHELLE GUENTHER (TX) - \$361
	TOM DERRICK (NY) - \$358	w JESSICA HOERSTER (TX) - \$357
	pal PAUL LEHMAN (CA) - \$350	f ANDREA STALNECKER (PA) - \$323
	w H C STROUD (AR) - \$300	
OCT:	palh JANET HILL (WA) - \$5089	z JENNIFER MOSCOSO (FL) - \$4185
	p MICHAEL IAN HILL (CA) - \$3589	pa ALBERT PRESTON (NV) - \$3451
	p THOMAS PEPER (CA) - \$1515	h MARK HAYNES (NV) - \$1066
	pa MIRIAM RODRIGUEZ (SC) - \$680	w TODD CASSIDY (MO) - \$398
	w WYNN DISTRIBUTING (AR) - \$357	pa WANDA McENTIRE (UT) - \$344
	pal PAUL LEHMAN (CA) - \$335	c MARIA BRITTIS (SC) - \$314
	p MARY MARTIN (TX) - \$310	f ANDREA STALNECKER (PA) - \$300

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.com back-office website. The September and October catalogs being extended really helped boost our sales. Pay attention to future announcements.

Newsletter monthly updates: Check back monthly at my newsletter webpage and/or our Discussion Board for updates between my quarterly newsletters. Emailing restrictions make it difficult to send out 2000 emails every month, so just check there. EVERYBODY who I have a current email address for received an email notice of this newsletter on Nov 13 or 16. If you didn't, please check your spam folders or email me with your correct email address. Thanks.

2011 HOLIDAY SALES.

We have TWO Holiday brochures each year. **"Home For the Holidays"** is 8 pages of Fuller brand giftables. One NEW product is the Fuller Ladies Comb in PINK, with, as with all our PINK products, a donation by Fuller to breast cancer research for every one that leaves Fuller's doors. This brochure is in effect Aug 15 - Dec 30 and includes the Electrostatic Carpet Sweeper, the hairbrushes, bath brushes, scissors, non-slip hangers and others.

The HOLIDAY GIFT SHOPPE is effective Sept 15 - Dec 30 and is non-Fuller brand gift items that Fuller has chosen and inspected for quality to be sold by Fuller distributors, with the Fuller satisfaction guarantee. It is always a great sales booster for us. In fact, we HAVE over-sold Fuller's projections on most of these, but Fuller has been able to get more in stock quickly. Be sure to show your regular catalogs first and let them spend their Fuller budget first. Then show them the Gift Shoppe so they can spend their holiday gift budget, not just their Fuller budget. A \$79 demo package is available Aug thru Nov 30.

Don't forget that **Home Party Season** is upon us. OUR DWT Fuller Brush party plan is excellent. If you have somebody who is not yet a distributor, with as little as a \$150 party, Fuller will give the new person a FREE Carpet Sweeper, AND will give the sponsor of that person a FREE Carpet Sweeper, plus commissions. Exact details are in our Party Plan manual in our File Library. Don't ask Fuller; this is our party plan. Parties should average \$300 or more. Have the hostess include ghost party sales from showing the catalog at work.

New products are available for a limited time at **demo prices**, one per distributor. If ordering on myfullerbiz, the demos are under "Business Aids", even though they count as products less your discount. If you SHOW these products, you'll sell them. The Sales Hotline, purchase order, and your distributor order site will tell you when there are new demos available.

The NEW **WOOLY BULLY FAN DUSTER** is now available. I bought my demo with my Nov 15 order for \$14.99 less my discount. It is reg \$24.99 and on sale for \$19.99. A special blend of wool and acrylic yarns attract dust like a magnet. Slides over the fan blades to get both sides. Also great for dusting your walls, doortops, woodwork. Comes with telescopic handle adjustable from 29" to 52".

BACK TO BASICS.

Make Money Beginning on Day One.

LEARN THE PRODUCTS.

CROSSHAIR INSECTICIDE should be available by the time you read this. It got delayed and replaces our previous two bug sprays. This product is from Fuller's Franklin commercial division. Since these products need to have Government EPA registration, Fuller cut some overhead by combining all the others into this one spray. Works as a mothproofing, as well as killing bedbugs, roaches, ticks, spiders, ants, fleas, beetles. Non-staining and odor-free. \$11.99, sale \$9.99, get your demo for \$7.99.

SHOP LOCAL - FROM YOUR OWN BUSINESS. YES, I'm amazed at how many people won't even buy from themselves. Do your Christmas and other gift shopping from your own business and buy at a discount what everybody else pays retail for. Besides our Holiday brochures, take advantage of the Holiday 2010 closeout items in the December catalog.

Take advantage of our classic pocket-size **Folding Scissors**, still made in the **USA** - sharp surgical steel blades cut through almost anything. Every purse or sewing kit needs a pair. They fold so that the points fold into the handles. Attractive gold gift-box. Buy 2 for \$27.98 and save \$6, beyond your dealer-discount. The 3 **Bath/Body Brushes** are in our Holiday brochure sale. I personally use the #382 to scrub/exfoliate my back. It must be 15 years old by now and still going strong. My **Scalp Massage & Shampoo Brush** finally wore out this month after about 4 years. Of course I now have a new one in the shower. Prevents worn out fingertips or broken fingernails, and stimulates your scalp to make it healthier. I really love our **Reversible Lint Brush** that we have had for decades. People have asked what reversible means. This brush removes lint in ONE direction, and the lint comes off it brushing the other direction. Sometimes you need to use your right hand, sometimes your left hand. The handle slides through so you can make either direction of normal brushing the correct direction! Made in Canada for Fuller which is just as good as made in USA. My Cyndy uses one to clean cat hair off seat cushions and rugs.

Our **Hand Dishwashing Liquid** has always

been one of our very popular products with its light pineapple scent. Be sure to point out our new **Automatic Dishwasher Gel** concentrate in our November catalog - cucumber-melon scent. The **Bayberry Air Freshener** is also very popular this time of year. I also love the **Lemon Room Deodorizer** from our commercial division. That and the Crystal Scent Air Freshener are popular with businesses, restaurants, offices, anyplace with restrooms and other places that need to smell fresh-air clean. 15oz for \$6.99 in Dec catalog.

Have you tried our state-of-the-art **Micro-encapsulated** Cleaning products? Unique patent-pending Microburst Delivery System Technology from Fuller Brush, on special in the December catalog. Micro-encapsulated beads provide concentrated cleaning or polishing agents at time of use. We have the Wood Furniture Cleaner & Polish, Multi-Surface Cleaner, Stainless Steel Cleaner, and Marble & Granite Cleaner & Polish. Do your customers (and yourself) a favor and point these out to them.

Please email me with your product and sales success stories, and/or post them on our Discussion Board. Sharing successes helps all of us to become more successful.

WHAT TO LOOK FOR IN THE COMING MONTHS.

Every year, Fuller Brush successfully provides us with extra specials to prevent seasonal slow-downs. Keep close track of the Sales Hotline and our Discussion & Announcements Board December thru February for extra-special specials. They won't be announced until they decide what they will be announcing, but in past years, we have seen discounts on purchases of multiple products, ie 3 -6 of an item, many of our good sellers. And also an extra discount off our monthly catalogs for one week. This is usually when I stock up on, AND tell my regular customers, about discounts on Fuller 86, wetmop heads, etc. Keep track of what your customers are ordering so you can give them a heads up for them to stock up. They will appreciate you for saving them money, and it always boosts my personal sales in those so-called slow months.

ANNUAL REGISTRATION - see last issue
RECRUITING INSTRUCTIONS - ditto

A MOST AMAZING STORY ;>)

I was dumbfounded a few months ago. I get up in the morning when I wake up, sometimes 8am, usually about 9am. Why? Because I can. I think alarm clocks are a crime against humanity. But I had to take an 8am dentist appointment. At that ungodly hour I figured the roads would be empty. Going through the town next door, I ran into a long line of bumper-to-bumper traffic and couldn't figure out what was going on. When I got to the office, I asked if they knew what was going on out there with all the traffic. They said it was just people going to work. At first I thought she was kidding me, after all, why would ANYBODY purposely get up so early just to go to a job, let alone hundreds of people crawling along in their cars like rats. But they really were! Can you believe it?! Maybe that's what they mean by "rat race". I can't understand why everybody doesn't become self-employed with their own home business setting their own hours and not wasting gas just to crawl along in a big parking lot. Everybody should put the same effort and time that they put into a job (and getting there!) into their Fuller Brush business. They would be so much better off.

I sure am glad that I have put in the time to build my Fuller Brush business to an auto-pilot status so I don't have to worry about income. Just a little effort keeping in touch with my customer list to keep them loyal to me, and I'm basically semi-retired most days enjoying MY wonderful economy. Contact your customers that you have and you won't need to pay for internet advertising. I get to know many of my customers nationwide.

NEWSLETTERS - I mention this in my email newsletters, but I have the feeling many of you send those to your spam folders. Besides getting the latest updates when you check our Q&A&Discussion Board, if you think you are too busy to pay attention to your business, if you do register on the Board (only 107 of you are), you receive weekly updates and notifications in your email when there is something new there. This is where you get updates in between this quarterly newsletter.

Fuller Brush Suggestion Line recording: 1-800-732-1122. All input transcribed for management.

Distributors Call ☎ 1-800-732-1118 for a FREE Literature Pack of current catalogs.