

# FULLER BRUSH DOWNEAST WINNING TEAM®

## NEWSLETTER



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**Start the New Year off Right - Get Financially FREE in 2003**

**WE ARE MOVING ON UP !!! The Future is Bright - Wear Your Shades!**

◆ **CONGRATULATIONS NEW DOWNEAST FULLER BRUSH DIRECTOR:**

**EMILIO & BELINDA GARZA of Texas - February.** Sponsored by Thomas Peper in June 2002. They met the 3-month qualifications as the DWT's sixth Director in February with 22 total active dealers nationwide. That means they completed their Director qualifications in only 9 months in business! Emilio says he started out just wondering if this business would work, and quickly saw the potential and bonus checks materializing, and Belinda jumped right in building the business too. He plans this as his vehicle for financial independence. Thank you to one and all who participated in their success.

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

f = Supv. Director Bev Fitchett's group    h = Supv. Director Mark Haynes' group (also part of Bev's group)  
w = Director Wynn Distributing's group (also part of Mark's group)    p = Director Tom Peper's group

**JANUARY:**

**THERESA DIONNE (NH) - sponsor Jeffery Travers (NH)**

**h LINDA LABIN (FL) - sponsor Sharon Bray-McPherson (FL)**

**h PHILIP MOORE (GA) - sponsor Mark Haynes (NV)**

**h FRED CIMMERMAN (TX) - sponsor Mark Haynes (NV)**

**h JEFFREY SMITH (CA) - sponsor Mark Haynes (NV)**

**h VICKI BRESLIN (VA) - sponsor Mark Haynes (NV)**

**h NICHOLAS MARCHUK (MN) - sponsor Mark Haynes (NV)**

**w NAUREEN DONELLY ANTONIOTTI (NJ) - sponsor Kathleen Proper (NY)**

**w WILLIAM STONE (IL) - sponsor Wynn Distributing (AR)**

**p STEVEN PARK (AZ) - sponsor Gil Bochicchio (NV)**

**p ROSA LINDA LEE (TX) - sponsor Emilio Garza (TX)**

**p BOSKO LESAR (CA) - sponsor Thomas Peper (CA)**

**p TINA OVERBECK (CA) - sponsor Thomas Peper (CA)**

**FEBRUARY:**

**JACKIE CLINE (MI) - sponsor Roland Rhoades (ME)**

**w VALERIE MILLER (NJ) - sponsor Wynn Distributing (AR)**

**w SUSANNE MEETHER (OR) - sponsor Wynn Distributing (AR)**

**p MICHAEL GETHA (IN) - sponsor Emilio Garza (TX)**

**p GERALD BOICE (NY) - sponsor Emilio Garza (TX)**

**F**uller Brush will give you **\$60 cash**, plus a Magnetic Car Sign, and 1000 business cards when you become a Manager by selling \$600 within the first five full months after the month you join (above your regular commissions!). And you receive \$30 of that cash when you reach \$300. This gives all new distributors who want to run this as a business a chance to increase their starting commission from 20-24% to 30-34% including that extra \$60 cash. Email or call me if you want to know exactly how close you are.

**EARN FREE \$50 ELECTROSTATIC CARPET SWEEPERS !!!**

1. Get a Sweeper basically for Free in the large #R205 distributor kit when you join.
2. If, as a new distributor, your very first order in your first or second month is over \$150 product total (before your discount), then you get another FREE \$50 CARPET SWEEPER.
3. If you sponsor a new distributor and help/encourage him/her to qualify for #2 above, then YOU also receive a FREE \$50 CARPET SWEEPER.

**Free Advertising:** When you get promoted, send a notice to your local paper; they usually print it for free.

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

**JAN-FEB:**

<b>CHAMPION SUPPLIES (NY) - 28</b>	<b>h MARK HAYNES (NV) - 10</b>
<b>ROLAND RHOADES (ME) - 7</b>	<b>p TOM PEPPER (CA) - 7</b>
<b>p EMILIO GARZA (TX) - 7</b>	<b>f BEV FITCHETT (VA) - 6</b>
<b>w NAUREEN DONELLY (NJ) - 5</b>	<b>w WYNN DISTRIBUTING (AR) - 4</b>
<b>w GERALD GEHO (TN) - 4</b>	<b>p TINA OVERBECK (CA) - 4</b>
<b>w EARL YEOMAN (OR) - 3</b>	<b>p AL PRESTON (NV) - 3</b>
<b>p JEFF JAMES (VA) - 3</b>	<b>GENE MONIZ (CA) - 2</b>
<b>f RICK CODDAIRE (RI) - 2</b>	<b>h PAM VAN LOON (OR) - 2</b>
<b>p ANGELA MARR (PA) - 2</b>	<b>p RON STAHLHUT (TX) - 2</b>

I keep stressing the importance of follow-up phone calls (see Manual 2). Vince Platania of Champion Supplies Inc is a believer after signing up 23 in just Feb, and March looks like a repeat. He emailed me in Feb: "I've opened a new door to this network marketing business and walked thru it. I'm actually finding the calling a lot of fun. I must have made close to 100 calls today. Today was definitely a turning point for me. Without a doubt, calling your prospects is essential. I can now grasp the vision of this business. It's totally a numbers game. I just signed up two new dealers today by just asking probing questions about what they were looking for in a home business. At first they were not sure. After a few questions I explained how Fuller could help them earn money and they signed up. As we discussed yesterday, if I didn't pick up the phone and call, I would not have half the dealers I've signed up. Additionally I have at least 12 more very serious prospects to follow up with because of conversations with them. Telemarketing is a must, PERIOD!" Once you start, each call becomes easier and easier as you become more proficient. Those of you with email have access to a FREE sponsoring course delivered to your email inbox. See our Announcements website.

Special Sign-up offers for new distributors for a limited time include the continuation of free kits or discounted product assortment options including \$130+ value R205 kit for only \$39.95. The entertaining Don Aslett Product Video (free in the R205 kit) is excellent to lend to customers; he will do the selling for you. Decide before you join; you can only join with a below-wholesale Kit ONCE; no upgrading later.

◆ **TOP DOWNEAST SALES LEADERS:** Over \$300 monthly personal/mailorder/web volume.

<b>January:</b>	<b>h MARK HAYNES (NV) - \$3075</b>	<b>w WYNN DISTRIBUTING (AR) - \$2109</b>
	<b>f BEV FITCHETT (VA) - \$1491</b>	<b>p EMILIO GARZA (TX) - \$1479</b>
	<b>p BOSKO LESAR (CA) - \$1336</b>	<b>p THOMAS PEPPER (CA) - \$1042</b>
	<b>h CAROLYN MACEDA (NY) - \$968</b>	<b>JOHNNIE MARTIN (MI) - \$699</b>
	<b>w EARL YEOMAN (OR) - \$538</b>	<b>f RICHARD CODDAIRE (RI) - \$442</b>
	<b>p ANGELA MARR (PA) - \$391</b>	<b>p GERALD BOICE (NY) - \$377</b>
	<b>p TINA OVERBECK (CA) - \$369</b>	<b>w MARGARET DIAMOND (PA) - \$357</b>
<b>February:</b>	<b>h MARK HAYNES (NV) - \$2335</b>	<b>p EMILIO GARZA (TX) - \$2295</b>
	<b>w WYNN DISTRIBUTING (AR) - \$1827</b>	<b>f BEV FITCHETT (VA) - \$1520</b>
	<b>p THOMAS PEPPER (CA) - \$1034</b>	<b>TINA ORR (PA) - \$1028</b>
	<b>w EARL YEOMAN (OR) - \$673</b>	<b>p BOSKO LESAR (CA) - \$605</b>
	<b>h CAROLYN MACEDA (NY) - \$585</b>	<b>p RON CARPENTER (CA) - \$561</b>
	<b>f RICHARD CODDAIRE (RI) - \$542</b>	<b>p TINA OVERBECK (CA) - \$512</b>
	<b>p ANGELA MARR (PA) - \$450</b>	<b>w SCOTT HALL (OR) - \$435</b>
	<b>w GERALD GEHO (TN) - \$433</b>	<b>KEVIN THOMAS (CA) - \$386</b>
	<b>f BEN SEE (TX) - \$363</b>	<b>ROBERT DRENKHAHN (MI) - \$360</b>
	<b>JEFFERY TRAVERS (NH) - \$336</b>	<b>DENNIS MONTEY (WI) - \$329</b>

**CONGRATULATIONS** to the FB-DWT Recruiters and Retailers who made it into the Company's Quarter IV issue of "Fuller Brush Superstars": Champion Supplies Inc, Mark Haynes, Roland Rhoades, Emilio Garza, Kathleen Proper, Naureen Donnelly Antoniotti, Ellie Golding, Thomas Peper, and Wynn Distributing.

**FULLER BRUSH PRODUCT TRAINING HOUR** "As Seen on TV" specials for Jan - March 31 with our selling price lower than the TV prices were posted on our private training website January 2. I hope you saw AND taped the Feb 6 and March 13 QVC shows. Help yourself by educating yourself.

If you didn't order last month and don't have the current catalogs and order forms, you can...  
**Get the latest catalogs, promos, and order forms Free on request: Call ☎ 1-800-732-1118.**

**IMPORTANT DATES: March 14: April Specials begin; March 31 4PM CST: March Order Deadline; April 15: May Specials begin; April 30 4PM CST: April Order Deadline; May 15: June Specials begin.** See your FB Calendar.

**SPANISH CATALOGS are HERE.** As we announced January 23, and Larry Gray's Sales Hotline message announced March 4 (the 1-800-732-1132 Audio Newsletter that I know all of you who care about this business call regularly), The Spanish Master catalogs have arrived from the printer. And they are also offering the same introductory sale price that the English catalogs had December through February. Buy **MCS0330** and get 30 catalogs for the price of 20 - \$13. Monthly Specials catalogs will also be available in Spanish, beginning with April catalogs available March 13. This can be like opening up a whole new country, if you take advantage of opportunity knocking. If you have a Hispanic market where you live, get these catalogs out and be the groundbreaker in your area. Many of your prospective customers will also want to join Fuller Brush, as a brand new opportunity for them. If you don't have a Spanish market, just keep doing what you're doing now, or recruit someone who can run with this opportunity. While the Company is not (yet) translating any other literature into Spanish, WE ARE. Computer translating of my DWT Manual 3 Fuller Gold recruiting letter did not work correctly, so we are having it translated by a human translator.

**NEW PRODUCT DEMOS** are new products below wholesale, one per dealer:

**6 NEW KITCHEN HELPERS PRODUCTS.** As announced on the Sales Hotline in February, we have six new items and a special flyer for March. 3 Demos to choose from; see your latest literature pack or our Feb 20 posting of the flyers on our training website. These demos are at retail minus your discount.

**FULLSCAT II Insect Repellent Spray with DEET,** the ingredient you need for ticks and West Nile Virus. \$8.79 retail. Get your demo of TWO cans #D721002 for only \$4 net, available through the end of April.

**MINT MIST II Breath Freshener.** \$5.29 retail. Demo #D12002 TWO for \$2.50 net, available now thru 4/30. See the April catalog for other new products available - five products exclusively for "high pressure washers" from Fuller's Industrial Division: Deck Wash, Vehicle & Boat Wash, Multi-Purpose House Wash, Heavy-Duty Degreaser, and Mold & Mildew Cleaner. They are all on sale at \$2 off March 14-April 30.

**SPRING CLEANING TIME.** Order #LP04743 for 30 April catalogs and a \$6.49 can of #743 Insecticide for only \$5.99. Order #LP05639 for 30 May catalogs and a \$4.99 can of #639 Window Cleaner for \$5.99.

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, & price specials.

**If you have email, and IF I have your email address, then:** You get this Newsletter one or two weeks earlier than US mail, this issue posted on our website 3/14, and a notice emailed to all the emails I have.

❖ **"You can't run until you walk, and you can't walk until you take your first few steps."**

Many of you are reaching new successes in your Fuller Brush business. To work from home, you have to work. To be self employed, you have to act as though you are employed. To have a home business, you must treat it as a business. Nobody gets something for nothing. If you are not growing as fast as you would like, steps you can take are to: make sure you are keeping up with all the new developments and business advice on the Discussion Board, read all the DWT Manuals and any other links on our training website, watch the Fuller Brush Product Education Hour on TV that we announce, read my newsletters, and put the material in practice. Take the free internet sponsoring course if you are on-line. How many people do you know well who don't know that you are a Fuller Brush distributor? It amazes me how many people keep it a secret and wonder why they're not successful. Have you **DECIDED** what you would like to accomplish through this business? If you joined just for the wholesale buying benefits, then you are all set. But if you don't know what you want, you'll never get there. Write it down and make a plan to get there. And the **LAST** step, whether you are gaining success or not, **TALK** with your upline about the business and get any questions answered. Again, you have my email, and my phone # is 1-800-775-1113.

Joe O'Connor says he has decided to be Financially FREE in 2003. As a first step, he put some catalogs on the tables in the break room at work, and the next day he had 6 orders. For break rooms and anyplace you can check regularly, staple a paper to the catalog and have people write their orders down.

Someone else asks "How do the top earners in Fuller get to a full time income in the quickest way possible?" If speed is what you want, prepare to stretch your comfort zones. You don't need to get into door-to-door sales, but business to business as described in DWT Manual 4 will certainly get your business off the ground moving you up the commission ladder and qualifying you for all the new dealer bonuses. But I also recommend an equal emphasis on recruiting, letting both avenues work together advancing you to the top percentages each month. That is what Emilio Garza did to reach Director in 9 months. Print out and read the Manuals on retailing, recruiting, home parties, and "The Fuller Difference", and be a regular at the Q&A Discussion Board. It's all spelled out there on how to gain a fast start; use it. Learn to take the first few steps, then walk, and then you'll be able to RUN with this business. For those of you who can't print our training materials out (free) from our private website, I can print out and mail the pound of material to you for \$8 postpaid, including personalizing the Fuller Gold recruiting letter for you.

TRUE success comes from your own efforts. But we can help you to run before you learn to take your first steps! Do you know others who dislike their job, or just plain need extra cash, AND are willing to do something about it besides complain about their life? Beginning the day you join, tell your sponsor who those people are and let us recruit them under you. **Take advantage of Fuller's sign-up specials now to build your group! 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 are recruiting, or want to, I'll email you a free attachment of the latest MS Word copy of my DWT Manual 3 for my Recruiting Fuller Gold 2003 letter (updated March 2003 with the enclosed Income Examples). You can then edit your name and address into it. (\$2 for a personalized paper copy by mail; \$8 ppd for all the DWT Manuals). Recruit with the R205 or R204 kits while they are \$10 off, so that people will have enough materials to work with.

YOUR JOB if you recruit someone, is to make sure they know how to qualify for all the specials and at least plug them into our support and training system. Be sure to TELL all your new distributors about the free cash and carpet sweeper promotions because if they miss out, so do you. **Please TELL ME and your other upline when you sponsor someone so that we can offer our support and I can mail them my newsletter.** I usually don't get their names until the following month, and then I'll still have to ask you for their address/email. If you are on-line, update us on any new dealers or address changes right on our training website! If they join, assume that they want to be a part of our success system! By being a part of our Team, you can share in the experiences of hundreds of other distributors instead of just your few upline. I also find that many people want the Biggest kit for \$39.95, but can't because they've already got the free kit. Don't assume people really want the free kit; inform them of their choices and that they can only choose once.

**Don't let the SNIOPs get you.** Don't be Susceptible to the Negative Influence of Other People. Don't let anyone steal your dream, as they used to say in one of my former businesses. Some people, either out of ignorance or jealousy, try to tell you that you will never get anywhere without a regular job. A job is designed to keep you **Just Over Broke**. You can take your Fuller Brush business anywhere you want to. Who are you going to listen to? Someone who can't get ahead, or someone who can? Coming soon from DWT will be a Directors Resource webpage, with leadership tips and insider info for Directors and others who show leadership qualities. You will receive a personal invitation when it and you are ready. (Your first step is to read and re-read all the current training materials.) Fuller is also working on web extras to benefit us all.

Let Fuller Direct mail and internet sales be an add-on, since that is less under your control than personal sales or recruiting. But, Make your money stretch. Generally 4 sheets of paper and a #10 envelope will mail for 37c. Extra ounces are only 23c. A monthly catalog and an order form stapled together mails for 37c. Fuller Direct will drop the 2003 master catalog into your customers' orders to save you the cost of the catalogs and postage. When a new prospective customer asks me for a catalog, I either give them the current catalogs in person if at all possible, or mail 2 monthly catalogs and a #R151 order form and a "note to say Hi"/cover letter in an envelope for 60c postage. Results also greatly improve if the customer feels s/he knows you, instead of being just one more anonymous catalog on the pile. More details in DWT Manuals 1 and 4.

“GREEN PRODUCTS”. While we cannot make a blanket statement that all Fuller products are “green” environmentally friendly, it is true that our products are better ecologically than the regular brands in the stores. My church has been a “green sanctuary church” for the past ten years, and we believe that treading gently upon the earth is very important. We recycle, avoid excess packaging waste, and watch what ingredients we use in our products. Fuller uses mostly citrus-based solvents instead of dangerous chemicals. And I was glad to see that the church staff knew that aerosols are not bad. Our products get the job done right and save time without “gassing out” the user. My church is now buying Fuller products and passing the word to other churches.

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

### **Joke of the Day**

A college pizza delivery boy arrived at the house of Larry Johnson. He delivered the pizza to his trailer. After giving it to him, Larry asked: "What is the usual tip?"

"Well," replied the youth, "this is my first trip here, but the other guys say if I get a quarter out of you, I'll be doing great."

"Is that so?" snorted Larry. "Well, just to show them how wrong they are, here's five dollars."

"Thanks," replied the youth, "I'll put this in my school fund."

"What are you studying in school?" asked Larry.

The lad smiled and said: "Applied psychology."

You can't expect tips in Fuller Brush, but this does show the importance of your friendly demeanor and manner and conversation when seeing your customers and prospects. The most important item toward your future success is a positive and polite attitude. And apply what you learn to advance your business.