

FULLER BRUSH DOWNEAST WINNING TEAM®

NEWSLETTER



ISSUE #53

E-mail: FBDWT@maine.rr.com

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ROLAND RHOADES, EXECUTIVE DIRECTOR

1-800-775-1113

PO Box 104, South Windham ME 04082

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

NEW EXTRA SPECIAL OFFERS FOR RETAILERS & RECRUITERS – read on

◆ **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 = Supv Director Tom Peper's group
 g = Director Emilio Garza's group (also part of Tom Peper's group) * = first month in business

JULY:	* STEPHEN DEMARCE (MN) - sponsor Roland Rhoades (ME)
	* p DIANE JAHODA (FL) - sponsor Albert Preston (NV)
	* h MICHAEL CLARK (WA) - sponsor Sharon Bray-McPherson (FL)
	* w BRAXTON ENTERPRISES INC (AL) - sponsor Wynn Distributing (AR)
	f WILLIAM BARSHINGER (PA) - sponsor Bev Fitchett (VA)
	h BETTYE NORRIS (LA) - sponsor Mark Haynes (NV)
	h FELECIA PALMER (LA) - sponsor Bettye Norris (LA)
	h MATTHEW KILLEEN (NY) - sponsor Mark Haynes (NV)
	p MICHAEL HELLER (CA) - sponsor Joseph Cosenza (CA)
	p CAROL GARDEN (CA) - sponsor Michael Heller (CA)
AUGUST:	* f JENNIFER GRASON (FL) - sponsor Melody Schafer (OH)
	KARLEE EGGER (UT) - sponsor Dennis Montey (WI)
	h ROBERT BALFOUR (MD) - sponsor Spencer Muir (PA)
	p ROBERT HUGHES (MI) - sponsor Albert Preston (NV)
	p SHIRLEY KAROLY (CA) - sponsor Carol Garden (CA)
	p J-SOURCES INC (CA) - sponsor Shirley Karoly (CA)
	p KATHY HUTCHINSON (CA) - sponsor J-Sources Inc. (CA)

The Top 4 new Managers in July and the top one in August get a star and are at the Top of the list because they started right out treating this business like a business. They advanced to Manager their first month in business based on their own personal sales. See also their listings among the Top Sales Leaders.

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)

July-August:	ROLAND RHOADES (ME) - 15	h MARK HAYNES (NV) - 12
	h LORIAN RIVERS (FL) - 10	CHAMPION SUPPLIES (NY) - 9
	w WYNN DISTRIBUTING (AR) - 9	f BEV FITCHETT (VA) - 8
	p ALBERT PRESTON (NV) - 5	g ROY MAGGARD (TX) - 5
	f MELODY SCHAFFER (OH) - 4	* h KARLYN CAMENGA (CA) - 4
	h KENDA FISHER (CO) - 3	w JIM FRAZIER (KS) - 3
	f JOSEPH SPANGLER (DE) - 3	* STEPHEN DEMARCE (MN) - 2
	p ROBERT SPEIGHTS (TX) - 2	g MARY MARTIN (TX) - 2
	p KAREN GABLE (OR) - 2	p KATHY HUTCHINSON (CA) - 2
	g EMILIO GARZA (TX) - 2	VICTOR RODRIGUEZ (TX) - 2

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. Fuller is giving you an extra 5% on everyone you recruit this fall ! – see enclosed flyer.

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

JULY:	h MARK HAYNES (NV) - \$6379	w WYNN DISTRIBUTING (AR) - \$2249
	f BEV FITCHETT (VA) - \$1984	g EMILIO GARZA (TX) - \$1474
	g LUCITANIA MELO (TX) - \$1290	h LORIAN RIVERS (FL) - \$1272
	f JANET WELLS (WV) - \$1051	p DIANE JAHODA (FL) - \$873 *
	STEPHEN DEMARCE (MN) - \$867 *	KEVIN THOMAS (CA) - \$860
	MARK BEHMLANDER (MI) - \$857	g RON CARPENTER (CA) - \$817
	p THOMAS PEPPER (CA) - \$816	f RICHARD CODDAIRE (RI) - \$754
	h MICHAEL CLARK (WA) - \$742 *	p ALBERT PRESTON (NV) - \$714
	p ANGELA MARR (PA) - \$685	w BRAXTON ENTERPRISES (AL) - \$683 *
	g MARY MARTIN (TX) - \$671	w EARL YEOMAN (OR) - \$663
	h WILLIAM LAYMAN (WV) - \$649	p WANDA RABY (NC) - \$553
	p CAROL GARDEN (CA) - \$385	g ANNETTE CURRAN (WA) - \$338
AUG:	h MARK HAYNES (NV) - \$6237	w WYNN DISTRIBUTING (AR) - \$2151
	p ALBERT PRESTON (NV) - \$1775	STEPHEN DEMARCE (MN) - \$1617
	p DIANE JAHODA (FL) - \$1582	f BEV FITCHETT (VA) - \$1301
	h LORIAN RIVERS (FL) - \$1296	g EMILIO GARZA (TX) - \$1185
	TINA ORR (PA) - \$1180	JEFF & ELEN TRAVERS (NH) - \$1134
	MARK BEHMLANDER (MI) - \$970	JOHNNIE MARTIN (MI) - \$675
	f JENNIFER GRASON (FL) - \$616 *	h Sharon Bray-McPherson (FL) - \$576
	f BERTHA SMITH (VA) - \$558	g LUCITANIA MELO (TX) - \$557
	DENNIS MONTEY (WI) - \$533	h WILLIAM LAYMAN (WV) - \$338
	KAREN KEGEL (MT) - \$482	KEVIN THOMAS (CA) - \$461
	w EARL YEOMAN (OR) - \$446	p ROBERT HUGHES (MI) - \$437
	g RON CARPENTER (CA) - \$433	CHAMPION SUPPLIES INC (NY) - \$423
	CAROLE MUNGER (FL) - \$413 *	p THOMAS PEPPER (CA) - \$408
	p JUDY TURNER (KS) - \$391	JEAN SUBY (ND) - \$348
	p T J JERNIGAN (AL) - \$334	g MARY MARTIN (TX) - \$311
	f WILLIAM GIGUERE (RI) - \$302 *	* = first month in the business

Mark Haynes leads the pack again. He was recognized in the Company newsletter, for June, as the second highest retailer in the entire Company! Can't wait to see their Quarter III Newsletter. **Stephen DeMarce** and **Diane Jahoda** deserve some extra recognition. In their first two months in the business, they have treated this as a business and each accumulated about \$2500 in personal sales in their first two months! People ask how to get off to a fast start in this business. The answer – Just Do It! Don't be shy about telling people that you have products to make their life easier. It's a great time of year for home parties.

REPEAT SALES are the key to profit in Fuller Brush. Mark Haynes says the key is creating "brand loyalty". Of course that means to Fuller products, but ALSO to YOU. The customer will continue buying from YOU if s/he KNOWS you. Easy if you sell in person. If you sell via Fuller Direct mail or web, you need to be more than an anonymous catalog or webpage. FullerDirect DOES key your ID# for repeat sales, but when they are ready to buy FULLER again, they may not even know it means anything to go to a certain person. They may simply search on the web and find another website to buy from. One of Mark Haynes' priorities to create \$6000+ in fullerdirect sales each month is a customer newsletter at least once a month to create that brand loyalty to HIM. He tells about product specials and gives special cleaning tips and creates a personality that people will be sure to come back to. Your fullerdirect statement each month lists your customers' addresses and emails. Use a free groupmail program or a bcc email, or postal mail to all your customers and tell them about your business and thank them for being one of YOUR customers, which reminds them that they are not just a Fuller customer, but your customer. I find that it works very well.

SEPTEMBER SALES CONTEST: Sell \$200 more than the average of your July and August totals (min \$400 if your volume was low or if you're new) and get your choice of a free case of 4 Fulsol gallons, a Slitzer Cutlery set, or a collectible Model 1955 Fuller Brush delivery truck from our 90th Anniversary.

I mentioned in my July Newsletter about May 2003 volume more than doubling May 2002. And last year I was bragging how volumes were \$7000 or \$8000 more than the same month the previous year. Checking last year's figures, June, July and August volumes were "only" up \$15,000+ over the same months last year. At this writing 2003 volume has already surpassed our 2002 total. **The Holiday months of September – November are the best months.** If YOU would like to be a part of these Fuller Brush business increases, just DECIDE to become a part of it, using all the training that we provide. Your success creates our success.

◆ **\$1000 PRODUCERS:** New Recognition Category for you to aim for

The following distributors have reached the \$1000 – 45% 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. Some of those listed below may have been just pushed to a potential 45%, but neglected to place an order to take advantage.

JULY: Champion Supplies Inc., Kevin Thomas, Janet Wells, Lorian Rivers, Gil Bochicchio, Garry Calman, Rosa Linda Lee, Nelda Trevino, Lucitania Melo, Ron Carpenter, Michael McCarthy, Mary Martin, Joseph Navarro, Barbara Carleton, Linda Lezak, and Albert Preston. Congratulations.

AUGUST: Champion Supplies Inc., Stephen DeMarce, Jeff & Elen Travers, Tina Orr, Lorian Rivers, Ron Carpenter, Joseph Navarro, Barbara Carleton, Linda Lezak, Albert Preston, and Diane Jahoda.

Congratulations also to DWT members who were recognized in the Company's Superstars Quarter II issue: Mark Haynes, Champion Supplies Inc, Roland Rhoades, Thomas Peper, Wynn Distributing, Albert Preston, Lorian Rivers, Tina Overbeck, Melody Schafer, Mary Martin, Joseph Cosenza, Wanda Raby, and Roy Maggard. In May, the DWT had the Top 4 recruiting leaders and 9 total who sponsored 3 or more. In fact, for the 4 months of March-June, 38.4% of the top recruiters in the whole company were on OUR team! Let's change that to 50%! Recruit 3 or more people per month to get listed.

Congratulations to the 4 DWT members who made the Top Ten in the Recruiters Performance Bonus contest for August with a \$50 cash bonus: Roland Rhoades, Mark Haynes, Bev Fitchett, and Al Preston.

TWO more distributors are in the process of trying to qualify as new Directors: Vince Platania dba Champion Supplies Inc, and Albert Preston. They need at least 15 distributors ordering \$35 or more, for 3 months in a row, to qualify. If you are in their groups, a little extra effort would be appreciated. Thanks.

FREEBIES. Fuller Brush will give you a FREE \$50 Electrostatic Carpet Sweeper basically for Free in the large #R205 distributor kit when you join. See the Fantastic Money Giveaways flyer for further details. Fuller will also give you \$60 cash, 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.

FANTASTIC MONEY GIVEAWAYS. Take advantage of our enclosed flyer to help sort out all the extra money Fuller is offering both new and old distributors this fall, and use it in your recruiting packs.

Also available is a new flyer to copy for your customers: Care of wetmops and hairbrushes.

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

Get your September Combs and Cleaner demo #D504508, reg \$6.98, for only \$1.50 net!

October demos are: #D102002 Fulsol Degreaser Wipes, reg \$6.99 each, get TWO for \$4 net!

#D105002 Hand Sanitizer Wipes, reg \$4.99 each, get TWO for \$2.50 net! 4 more new products in Oct.!

And of course the **HOLIDAY GIFT SHOPPE 2003** demo, that I ordered in August when the Sales Hotline announced it. Hope you have yours by now. Order D2003HGS for \$129 retail (less your discount) and get one of all 15 products in there, plus a large Fuller Brush tote bag. Bought separately they will cost you \$185 at the sale price, and have a regular retail value of over \$220. Products include the Batlight, the Jar Opener, Can Opener, and 12 all new products including 4 collectible figurines, a briefcase, poultry shears, Picture frame clock, and even some items for kids. You can't go wrong getting the demo. As someone said about last year's demo, people will BUY something they can SEE much faster than just a picture on a flyer.

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: September 15: October & Holiday Gift Shoppe Specials begin; Sept 30 4PM CST: Sept Order Deadline; October 15: November Specials begin; Oct 31 4PM CST: October Order Deadline; Nov 14: December Specials begin. See your FB Calendar.

MONTHLY SPECIALS catalogs are in English or Spanish, and include both Holidays flyers. See your monthly order form. #LP101 gets you 20 each of the October catalogs and both Holiday flyers, plus a \$6.49 #792 Wild Bayberry Air Freshener, all for \$5.99. #LP111 gets you 20 November catalogs, 20 of both Holiday flyers, and a \$6.49 #793 Hollyberry Air Freshener all for \$5.99.

The Insect Repellant specials from the summer have been extended through September. I hope most of you got the FREE Insect Repellant Spray in your early September orders (announced Sept 3).

FULLERDIRECT.COM – Our new websites look terrific!

As I'm sure you know by now from our Discussion Board posts and emails in July, we now sell Stanley Home products on our website. Go check out your product line and buy yourself on your regular orders. AND, instead of one set of prices for the website, monthly catalog prices on the mailorder fullerdirect, and other prices for distributors, they are all the same. Note: That also means beginning September, mailorder fullerdirect no longer extends the sales periods for our customers. This new site will enhance our fundraising abilities also. Our websites now include our name and ID# on each page and even offer some Stanley discounts. There are also product demo videos to help sell our products. Give people a reason to want to remember YOUR website. In your email signature line and anywhere else, mention "Shop at MY website for monthly discount specials" (which we all have). And tell them to specify your ID# to get the specials in the monthly catalogs you mail them. See our web Discussion Board for more information.

If your ID# doesn't work at the website, then you likely never sent in the website registration form in your kit. Get another form from Fuller or at our Discussion Board. Mail it back to Fuller or fax it to them, and then try it in a few days. Don't wait for a notification like one dealer who said she's been waiting for months for Fuller to tell her the site was ready. As the application says, just wait a couple days and try it; when it works for you, it is totally up and running.

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 9/18, and a notice emailed to all the emails I have. You also receive last minute notifications of late breaking news, like Fuller Brush on TV.

BOOST YOUR SALES fast with the #101 Electrostatic Carpet Sweeper (better than the #100 except for restaurants picking up food). I have sold 8 so far this month. One person from MA bought 3 at once after trying one somewhere else, one for herself, one for her mother, and one for her daughter going off to college. A GA customer bought one and was bragging to guests about it, and called me to buy 2 more! Janet Wells bought 21 sweepers in the special July sale! Mark Behmlander is selling Sweepers to restaurants.

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. Many distributors mention how mailing a distributor info pack costs a couple dollars postage and people still don't join. I mail mine for 83c. See DWT Manual 3 for what I send people. Too much reading just confuses people. I changed mine years ago when I kept getting "I haven't finished reading it yet" on my follow-up calls.

When you recruit someone, make sure they know how to qualify for all the specials and at least plug them into our support and training system. Fuller sends me their names and ID#s the following month, and then I'll still have to ask you for their address/email. **If YOU don't TELL ME and your other upline when you sponsor someone, they can't get my newsletter or help.** If they don't get help, they, you, and I don't make money. If you are on-line, update us on any new dealers or address changes right on our training website!

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