



DOWNEAST WINNING TEAM® NEWSLETTER



ISSUE #60 **November-December 2004**
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 Newsletter & the latest web-only updates: www.FullerBrushDWT.com/news.htm

NEW RECORDS FROM OUR TOP SALES PERIOD! Happy Holidays

◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

Sept:	COUNT COPY-FULLER (WI) - sponsor Dennis Montey (WI)
	c MERRY GUINN (FL) - sponsor Champion Supplies Inc (NY)
	h EDWARD KREIS (OH) - sponsor Patty Zasloff (FL)
	w WILLIAM CHADWICK (TX) - sponsor Wynn Distributing (AR)
	p CLAUDIA TOWNSEND (MD) - sponsor Harry Townsend (MD)
	p JEFFREY BRILL (PA) - sponsor Claudia Townsend (MD)
	p CHAMP BUSINESS GROUP (MA) - sponsor Jeffrey Brill (PA)
October:	BERNICE MITCHELL (NY) - sponsor Roland Rhoades (ME)
	FRED HARDWICK (IL) - sponsor Roland Rhoades (ME)
	PAMELA CARNAHAN (CA) - sponsor Carol Ann Kuehnel (CA)
	JOE BOROSKEY (FL) - sponsor Al Herman (WA)
	c FRED DENNIS (PA) - sponsor Audley & Donna Hanscom (NH)
	c CHOOSE AMERICAN (IA) - sponsor Champion Supplies Inc (NY)
	c LAURENT PIERRE (NY) - sponsor Champion Supplies Inc (NY)
	c VIVIAN & FLOYD MANLEY (IL) - sponsor Champion Supplies Inc (NY)
	p MEG HEBERT (MA) - sponsor Champ Business Group (MA)
	a BARBARA SMITH (FL) - sponsor Al Preston (NV)

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 a = Director Al Preston's group (both also part of Tom's group)
 c = Director Champion Supplies Inc.'s group

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)

Sept-Oct:	c CHAMPION SUPPLIES (NY) - 48	ROLAND RHOADES (ME) - 22
	h PATTY ZASLOFF (FL) - 9	f BEV FITCHETT (VA) - 7
	w WYNN DISTRIBUTING (AR) - 5	a PAUL LEHMAN (CA) - 5
	a YVONNE HAWTHORNE (MD) - 4	p TOM PEPER (CA) - 4
	h MARK HAYNES (NV) - 3	h SHARON BRAY-McPHERSON (FL) - 3
	c SYLVETTE WALSH (GA) - 3	c AUDLEY/DONNA HANSCOM (NH) - 3
	p GREG FRECKMAN (CO) - 3	h LORIAN RIVERS (FL) - 3
	FRED HARDWICK (IL) - 2	c PAULA SALTER (GA) - 2

HOW'S BUSINESS? Still Terrific! The Downeast Winning Team recruiting numbers and total group volume continue growing. September set a record, and a \$9000 final day of October contributed to blowing away that record. Both months were well over \$20,000 more than the same months last year. Many more serious business builders are joining our team, starting right out with major sales and recruiting. Congratulations to those listed here starting off great in their first or second month: Vivian Manley, Choose American, Laurent Pierre, Count Copy-Fuller, Gregory Freckman, Joe Boroskey, Renee Whittingham, Fred Hardwick, Fred Dennis, Dolores Hanson, Pamela Carnahan, and Sylvette Walsh.

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

Sept:	a JANET & TOM HILL (WA) - \$6967	c CHAMPION SUPPLIES Inc (NY) - \$5119
	a PAUL LEHMAN (CA) - \$3589	h MARK HAYNES (NV) - \$3485
	g RON CARPENTER (CA) - \$2443	COUNT COPY-FULLER (WI) - \$1505
	h PATTY ZASLOFF (FL) - \$1368	w WYNN DISTRIBUTING (AR) - \$1325
	a YVONNE HAWTHORNE (MD) - \$1309	h ROBERT LONG (MA) - \$1152
	c KEVIN THOMAS (CA) - \$1101	g MARY MARTIN (TX) - \$907
	f GARY GREENE (NC) - \$877	a RANDY FRITZMEIER (ID) - \$783
	JOHNNIE MARTIN (MI) - \$782	a ALBERT PRESTON (NV) - \$695
	c ROBERT SCHULTZ (MI) - \$608	h LORIAN RIVERS (FL) - \$565
	h DONALD LUCKENBILL (KS) - \$543	w EARL YEOMAN (OR) - \$535
	f BERTHA SMITH (VA) - \$511	c LAURENT PIERRE (NY) - \$472
	h MICHAEL CLARK (WA) - \$447	RENEE WHITTINGTON (MD) - \$414
	g EMILIO GARZA (TX) - \$412	JOE BOROSKEY (FL) - \$403
	p THOMAS PEPPER (CA) - \$393	f ALICE FLANDERS (ME) - \$385
	h ROBERTA DHEIN (MN) - \$379	h DIANE CARMAN (MO) - \$368
	c TAMMY NWANKWO (SC) - \$362	f DEWAIN CLAUSEN (IA) - \$347
	h LORETTA MATTO (PA) - \$343	a JOHN MARTIN (CA) - \$307
	f BEV FITCHETT (VA) - \$301	c CARTER ALLGOOD (GA) - \$300
October:	c CHAMPION SUPPLIES (NY) - \$7060	a JANET & TOM HILL (WA) - \$5237
	h MARK HAYNES (NV) - \$3965	g RON CARPENTER (CA) - \$3673
	a PAUL C LEHMAN (CA) - \$3290	TINA ORR (PA) - \$1697
	f SHARON LOMBARDO (IL) - \$1457	w WYNN DISTRIBUTING (AR) - \$1363
	h PATTY ZASLOFF (FL) - \$1265	h LORIAN RIVERS (FL) - \$1255
	c MERRY GUINN (FL) - \$1227	a YVONNE HAWTHORNE (MD) - \$1055
	COUNT COPY-FULLER (WI) - \$1006	c KEVIN THOMAS (CA) - \$959
	f GARY GREENE (NC) - \$942	h MICHAEL CLARK (WA) - \$917
	c PAULA SALTER (GA) - \$867	h CAROLYN MACEDA (NY) - \$811
	c VIVIAN MANLEY (IL) - \$757	f BEV FITCHETT (VA) - \$743
	g MARY MARTIN (TX) - \$562	h DONALD LUCKENBILL (KS) - \$551
	w EARL YEOMAN (OR) - \$534	p GREGORY FRECKMAN (CO) - \$520
	c LAURENT PIERRE (NY) - \$515	JOHNNIE MARTIN (MI) - \$514
	c CHOOSE AMERICAN (IA) - \$459	c FRED DENNIS (PA) - \$451
	c ROBERT SCHULTZ (MI) - \$438	DOLORES HANSON (MN) - \$436
	h ROBERT LONG (MA) - \$431	PAMELA CARNAHAN (CA) - \$425
	a ALBERT PRESTON (NV) - \$421	CLARENCE EMSHOFF (TX) - \$413
	MARK BEHMLANDER (MI) - \$410	h SARA ANNE JUSTUS (WA) - \$402
	c SYLVETTE WALSH (GA) - \$392	JOE BOROSKEY (FL) - \$381
	a KARLYNN BAKER (AZ) - \$351	w RICHARD RESNICK (NY) - \$340
	p THOMAS PEPPER (CA) - \$332	AL HERMAN (WA) - \$329
	f BERTHA SMITH (VA) - \$320	f SPENCER PARSONS (CA) - \$300

Many on this list are in their first month – see previous page. Many others are regulars on this list who make a goal of selling a minimum of \$300 or \$1000 every month. \$1000 and up are listed in color on my website newsletter. Congratulations for taking advantage of this opportunity.

I send new distributors my newsletter and welcome letter (and referrals if I get them) as soon as I get their address FROM YOU who recruited them. If you want them to make money, please plug them into our Team.

IMPORTANT DATES: **Nov 15:** December Specials begin; **Nov 30 4PM CST:** November Order Deadline; **December 15:** January Specials begin; **December 31 4PM CST:** December & the 3 Holiday brochures Order Deadline; **January 14:** February Specials begin.

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.

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

The following distributors have reached the \$1000 – 45-46% 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.

SEPTEMBER: Dennis Montey, Count Copy-Fuller, Kevin Thomas, Sharon Bray-McPherson, Lorian Rivers, Patty Zasloff, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Yvonne Hawthorne, and Janet & Tom Hill. Congratulations.

OCTOBER: Dennis Montey, Count Copy-Fuller, Tina Orr, Merry Guinn, Paula Salter, Gary Greene, Sharon Lombardo, Sharon Bray-McPherson, Michael Clark, Lorian Rivers, Patty Zasloff, Ron Carpenter, Garry Calman, Joan Watson, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Yvonne Hawthorne, and Janet & Tom Hill.

Q. Gee. You're doing great because you joined back in 1992. Is there any business left for me?

A. I almost wish I had joined a couple years ago instead. In 1992 we did not even have a fullerdirect mailorder/phoneorder program, let alone a website to send customers to. Building any business via the internet wasn't even thought about back then. (See the Discussion Board for great ways to build on the web.) I have built my business over the years by testing what does and doesn't work, creating a training and newsletter system free to all, so that you don't have to. It is time consuming for me, but it works. Fuller Brush has taken measures to streamline this business also, making it easier for you. What is the result? YOU are advancing much more quickly than I did. Some are advancing to Director in less than a year. Champion Supplies, who joined in 2002, is maintaining the monthly group volume level it took me 7 years to reach. And they are not alone. Others who KNOW what they want are starting right off like full-timers their very first month. Some have previous network marketing experience; some don't. GET the experience and study this business! People who do the best are the people who are awake and look excited about what they plan to gain from this business. Too many get sidetracked by trying to run a bunch of businesses at once. Decide what you can really do and concentrate on that. I got sidetracked a few times myself, but all those other MLMs did was to slow down my Fuller business and cost me time and money.

Congratulations to Champion Supplies for being the #1 recruiter of productive new distributors and receiving the \$300 bonus three months in a row (read the past Sales Hotlines on MyFullerBiz.com for their recognition). Other regulars in the Top Ten in the entire company from our team have been Paul Lehman, Tom Peper, Roland Rhoades, Wynn Distributing, Mark Haynes, Lorian Rivers, Al Preston, and others.

Congratulations to our team members mentioned in the Company's "Fuller Brush SuperStars" Newsletter. Quarter 2 includes Champion Supplies, Roland Rhoades, Albert Preston, Wynn Distributing, Bev Fitchett, Tom Peper, Marc Kleckner, Alice Flanders, and Mark Haynes on the front page, and Top Retailers include Mark Haynes, Janet & Tom Hill, Paul Lehman, Lorian Rivers, and Champion Supplies. Also listed was Henry Puryear for 10 years of service. Quarter 3 includes Champion Supplies, Marc Kleckner, Wynn Distributing, Bev Fitchett, Al Herman, Roland Rhoades, Lorian Rivers, Albert Preston, and Patty Zasloff. Top Retailers include Janet & Tom Hill, Champion Supplies, Mark Haynes, Safety & Supply Co, and Paul Lehman. Others mentioned are Candas Luikart, Count Copy-Fuller, Karlynn Baker, Safety & Supply Co, Robert Schultz, Eva Lawmaster, Erika Moser, and Roxanne South. (Also posted on MyFullerBiz.com)

Take advantage of the November freebies for increasing your sales volume like so many did in September.

❖ HOLIDAY GIFT SHOPPE DEMO PACKAGE – last chance

If you bought every item in there at the sale price, it would cost \$128.87. All dealers can get ONE demo package of everything in there, plus a large Fuller-embazoned green canvass bag, for only \$99 retail. You take your commission off that price, and it also counts towards new dealer's \$150 first order for the Sweeper, and for the Manager Drive. Order #D2004HGS, available until Nov 30. Shop at Home from yourself!

#D1204 gets you the **December New Products Demo** for \$9.99 RETAIL. Yes, that means it counts as product and you take your discount off that price. Regular retail price is \$25.26. Available Nov 22-Dec 31. Demo includes one each: #647 "Clean Cotton" scent Perfumed Deodorant Block, #165 Microfiber Glass Cleaning Cloth pkg of 3, #677 No Drip Window Gel Cleaner - Green Apple scent, and #907 Spray Trigger for Window Gel. Strictly ONE per distributor at this price.

MONTHLY SPECIALS catalogs. See your monthly purchase order. Holiday brochures were made available separately some time ago. December catalogs are LP12605 – 30 catalogs and a #605 \$7 Laundry Stain Spray – all for \$5.99. January catalogs are LP01868 – 30 catalogs and a #868 \$7 box of Stainless Steel Sponges – all for \$5.99, available Nov 22.

❖ **COMMERCIAL SALES – WHAT ARE THE POSSIBILITIES?**

❖ **FULLSAN GERMICIDAL CLEANER Concentrate & FULSOL Degreaser**

Fuller Brush downplays the potential in this market because frankly, not everyone can do it. Our product line is mainly geared to the household consumer. Commercial volume clients typically have established suppliers. If they are a chain operation, don't waste your time. We also don't have access to a complete line of commercial sized products. However, if you KNOW someone on a personal basis, and look professional and appear confident and knowledgeable, chances are they will listen to you. If they listen, they will realize what a great deal we have for them. (Gain your experience by selling to individuals at their workplace first.)

FULLSAN Quaternary Germicidal Cleaner concentrate, one of my favorite products, was just made available to us in the 1-gallon size from their Commercial Division, and at a terrific price too, on sale in November in the Flu Virus sale. For households, the quart size is on clearance through Dec 31. As announced last month on the Discussion Board, I have redesigned the old Fullsan product flyer, now in an emailable format, free on request (likewise the Sticky Stuff Remover flyer), using copy from the old Company flyer and the actual product label. Simply ask cleaning companies, tanning salons, vets, kennels, pet shops, nursing homes, day cares, motels, etc if they might be interested in a commercial grade disinfectant cleaner for 25¢/gallon (the cost when diluted). I recommend the #952 measuring pump.

FULSOL All Purpose Cleaner-Degreaser Concentrate also comes in gallons. Use one of my 2 flyers to sell the product. Not a disinfectant, but great for almost everything else. I sell it by the Case of 4 gallons.

Product flyers to promote these products are available by email or at our Discussion Board, in MS Word.

CARPET SWEEPERS. Don't forget the potential of the Electrostatic Carpet Sweeper either. Be willing to be price-flexible IF necessary to get the sale. If you do cut the price to get quantity sales, be sure to maintain a healthy profit margin so that you are making worthwhile money on that sale as well as boosting your commission percentage. I often sell 2 or 3 at a time. See DWT Manual 4 for other Commercial Sales ideas.

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, contests, & specials.

Take advantage of Fuller's sign-up specials now to build your group! Many distributors mail a distributor info pack costing a couple dollars postage and people still don't join. I mail mine for 83c. That's why I wrote DWT Manual 3 (the Fuller Gold 2005 recruiting letter). 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. **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 want help, call me.

FREEBIES REMINDER: GET YOUR EXTRA BONUSES. New dealers get a FREE \$50 Carpet Sweeper if their very first order is \$150+ in product volume (besides the Sweeper practically Free in the large #R205 Business Builders kit when you join). If Fuller received your application in October, your deadline for the Sweeper is Nov 30. If Fuller receives your application in Nov, your deadline is Dec 31. 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!). 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. If YOU recruited this new person, YOU also get the Sweeper and \$45 or \$90 bonuses. See your company literature pack.

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 11/18, and a notice emailed to all the emails I have. The print newsletter is only every other month. Email will get you updates in between my newsletters.

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