



# DOWNEAST WINNING TEAM® NEWSLETTER



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## CREATE YOURSELF A FULLER NEW YEAR!

### ◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

<b>Nov:</b>	<b>PATRICIA O'BRIEN (IL)</b> - sponsor Sheila Padgen (IL)
	<b>HARLEY BROMLEY (OK)</b> - sponsor Roland Rhoades (ME)
	<b>JUNE SONGER (TX)</b> - sponsor Roland Rhoades (ME)
	<b>c ROBERT HARTUNG (FL)</b> - sponsor Champion Supplies Inc (NY)
	<b>f STEFANIE RUBY (IL)</b> - sponsor Gary Greene (NC)
	<b>h ROBERTA DHEIN (MN)</b> - sponsor Mark Haynes (NV)
	<b>g DEBORAH PADUANA (NY)</b> - sponsor Mary Martin (TX)
	<b>a RONALD KOESELL (WI)</b> - sponsor Al Preston (NV)
<b>Dec:</b>	<b>ROBIN LANCASTER (MD)</b> - sponsor Roland Rhoades (ME)
	<b>RENEE WHITTINGTON (MD)</b> - sponsor Robin Lancaster (MD)
	<b>PAUL &amp; SUSIE STEPHENS (SC)</b> - sponsor Joe Boroskey (FL)
	<b>c PATRICK PARISI (NY)</b> - sponsor Champion Supplies Inc (NY)
	<b>c BARBARA FENNESSY (NY)</b> - sponsor Champion Supplies Inc (NY)
	<b>h EMIL THOMAS (CA)</b> - sponsor Mark Haynes (NV)
	<b>h DEBRA PELKEY (VT)</b> - sponsor Mark Haynes (NV)
	<b>p GREGORY FRECKMAN (CO)</b> - sponsor Meg Hebert (MA)
	<b>g PHILIP GINEO (CT)</b> - sponsor Roy Maggard (TX)
	<b>a JOHN MARTIN (CA)</b> - sponsor Paul Lehman (CA)

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)

<b>Nov-Dec:</b>	<b>w WYNN DISTRIBUTING (AR) - 10</b>	<b>a AL PRESTON (NV) - 10</b>
	<b>PAUL &amp; SUSIE STEPHENS (SC) - 10</b>	ROLAND RHOADES (ME) - 8
	h PATTY ZASLOFF (FL) - 8	p GREG FRECKMAN (CO) - 5
	JOE BOROSKEY (FL) - 4	a PAUL LEHMAN (CA) - 3
	c PAULA SALTER (GA) - 3	p LOURDESITA CABILI (CO) - 3
	p CHAMP BUSINESS GROUP (MA) - 2	f BEV FITCHETT (VA) - 2
	c LAURENT PIERRE (NY) - 2	

### ◆ \$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.

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

**DECEMBER:** Lorian Rivers, Patty Zasloff, Ron Carpenter, Garry Calman, Joan Watson, Harry Townsend, Claudia Townsend, Jeffrey Brill, Champ Business Group, Ron Carpenter, Mary Martin, Harry Jones, Cecil Crawford, Paul Lehman, Yvonne Hawthorne, and Janet & Tom Hill.

**FREE Monthly catalogs, promos, and order forms: Call ☎ 1-800-732-1118 for a Literature Pack Free on request, IF you didn't order last month and don't have the current catalogs.**

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

<b>Nov:</b>	<b>a JANET &amp; TOM HILL (WA) - \$6667</b>	<b>h MARK HAYNES (NV) - \$4155</b>
	<b>a PAUL LEHMAN (CA) - \$3945</b>	<b>g RON CARPENTER (CA) - \$2933</b>
	<b>COUNT COPY-FULLER (WI) - \$1925</b>	<b>p THOMAS PEPPER (CA) - \$1245</b>
	<b>a YVONNE HAWTHORNE (MD) - \$1206</b>	<b>h PATTY ZASLOFF (FL) - \$1163</b>
	<b>w WYNN DISTRIBUTING (AR) - \$1049</b>	c KEVIN THOMAS (CA) - \$950
	g MARY MARTIN (TX) - \$874	a ALBERT PRESTON (NV) - \$569
	p CHAMP BUSINESS GROUP (MA) - \$569	SHEILA PADGEN (IL) - \$556
	h MICHAEL CLARK (WA) - \$548	f SPENCER PARSONS (CA) - \$496
	p JOAN WATSON (OH) - \$462	h DEBRA PELKEY (VT) - \$462
	c LISA UHL (IN) - \$445	PATRICIA O'BRIEN (IL) - \$406
	w EARL YEOMAN (OR) - \$385	h LORIAN RIVERS (FL) - \$378
	c ROBERT HARTUNG (FL) - \$360	f GARY GREENE (NC) - \$315
	DON SCHMIDT (MN) - \$313	CLARENCE EMSHOFF (TX) - \$313
	h CAROLYN MACEDA (NY) - \$313	AL HERMAN (WA) - \$309
	h SARA ANNE JUSTUS (WA) - \$307	c ROBERT SCHULTZ (MI) - \$303
<b>Dec:</b>	<b>a JANET &amp; TOM HILL (WA) - \$8261</b>	<b>a PAUL C LEHMAN (CA) - \$4842</b>
	<b>g RON CARPENTER (CA) - \$3649</b>	<b>h MARK HAYNES (NV) - \$2661</b>
	<b>h PATTY ZASLOFF (FL) - \$1605</b>	<b>a YVONNE HAWTHORNE (MD) - \$1508</b>
	<b>a ALBERT PRESTON (NV) - \$1321</b>	<b>w WYNN DISTRIBUTING (AR) - \$1237</b>
	h LORIAN RIVERS (FL) - \$624	f BEV FITCHETT (VA) - \$608
	c KEVIN THOMAS (CA) - \$582	a CHUCK RADCLIFFE (GA) - \$491
	h DONALD LUCKENBILL (KS) - \$453	PAUL/SUSIE STEPHENS (SC) - \$446
	p GREGORY FRECKMAN (CO) - \$403	g MARY MARTIN (TX) - \$392
	MARK BEHMLANDER (MI) - \$342	p CHAMP BUSINESS GROUP (MA) - \$339
	c ROBERT SCHULTZ (MI) - \$320	ELEN/JEFF TRAVERS (ME) - \$312
	h DIANE CARMAN (MO) - \$304	

**HOW'S BUSINESS?** Still Terrific! The Downeast Winning Team recruiting numbers and total group volume showed a hefty increase in 2004. See our DWT Discussion Board for more specifics. Let's create some more Directors this year. Many more serious business builders are joining our team, starting right out with major sales and recruiting. Many on this list are in their first month. 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 bold, and in color on my website newsletter. Congratulations for taking advantage of this opportunity.

Al Herman of WA has been a distributor for a few years and has recruited a number of people. He recruited Joe Boroskey of FL in September who advanced to Manager in October and is listed in this issue as a top retailer and recruiter. One of those Joe recruited in November is Paul and Susie Stephens of SC who have recruited 12 people already! Joe, who has experience in network marketing and even writes a motivational newsletter, mentioned to me WHY he joined with Al Herman. Al has been advertising in a small mailorder adsheet month after month consistently and Joe noticed "He's here every month; this must be working". He asked Al for info and joined the same day he got the application. As I've said many times before, Consistence and Persistence are the Keys to Success. Record numbers of people are joining, and even re-joining, this month, with the holidays gone and people wanting a fresh start for something better.

**IMPORTANT DATES:** **January 14:** February Specials begin; **Jan 31 4PM CST:** January Order Deadline; **February 15:** March Specials begin; **February 28 4PM CST:** February Order Deadline; **March 15:** April Specials begin.

**PRODUCT TRAINING ON TV** will again be featured for one hour on the QVC channel Feb 4 at 9-10am Eastern (8am CST). You will see someone from Fuller's product research department demonstrate and explain the benefits of the products, well enough to sell thousands with a 5-minute demo. And you'll hear customers calling in dying to hear from a local Fuller rep again; they think we went out of business! Tape it!

### **THEM THAT HAS – GETS**

We've all heard that phrase, but is it fair? Well, I make sure it's fair in Fuller Brush. I get many leads via my ads, phone book listings, and website, for both customers and distributors. Before I sell to them or recruit them, I check to see if I have an ACTIVE distributor near them (assuming that their sponsor forwarded me their address). If I do, YOU get a new customer or distributor, at no charge. I help those who help themselves. Sometimes when I check, I DO have a distributor in their town, but if you haven't even ordered for a few months, I'll just sell to them or recruit them myself. I also consider whether the person is a team player and passes contact info for his new distributors upline on a timely basis to get them plugged into our system. Them that Has the gumption to DO something – GETS! If you want more, get better.

That reminds me of a story I heard. A guy went out fishing in his rowboat with a friend of his, who was also a game warden. He pulled out a stick of dynamite and the warden reacted "Whaaat are you going to do with that?!" He said "I throw it in the water and then scoop up lots of fish." "You can't do that! It's against the law." So, he lights the dynamite anyway and hands it to the warden and says, "Are you going to fish or just talk all day?" The moral: Talking is OK, but sometimes you need to JUST DO IT.

January is the beginning of the New Year and is named after the Roman god Janus who had two faces, one looking forward and one looking backward. While it is important to look backward to remember where you've been and where you could stagnate, it is more important to learn from where you've been and look forward, planning a New Future for you and your family. Fuller Brush is providing the vehicle to make many families much happier and financially stress-free. And we are only scratching the surface of what is possible.

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.

**New Product Demos for January.** Strictly ONE per distributor at this price.

**D729002** is the NEW Lavender scented **Fullfresh Solid Air Freshener**. On special for \$7.99 in January. Get ONE demo of TWO containers for only \$5.99 net until Jan 31. Mark Haynes comments "I got the demo of the new Lavender Solid Air Freshener and am very impressed. I am a smoker, and spend a lot of time in my home office. The room smells of smoke, even though I have an Oreck air purifier operating in there 24 hours a day. I placed a Full Fresh Solid Air Freshener in the room yesterday, and today, the smoke odor is gone. Instead of smelling stale smoke, there is a very light lavender scent in the room. Very nice." We like it too. We've been using the regular powder scent and it works great in the kitchen and near the kitty litter box. Also worked great deodorizing my musty tool cabinet; I used the old shrunken one instead of throwing it out. And it lasts much longer than the advertised 3 months. We like the Lavender even better. I'm selling it by photocopying the flyers I got in the mail, and also carrying it around with me when I see customers.

**D31** will get you one **Dad Fuller's Ultimate Skin Balm** for \$1.50 net until Jan 31. Not a new product, but this is such a phenomenol product, especially for this time of the year, that they are offering us a new demo to promote the sale in the current catalog. Some of testimonials on our Training website include people who have been using very expensive prescription ointments for their dry cracked winter feet which didn't seem to help much, but they noticed an immediate improvement when they tried our Ultimate Skin Balm. For really dry feet, apply and then put socks on for the night. Great for many dry skin problems.

Please add your product testimonials to the many more posted on our Discussion Board. Sharing our product experiences helps us all when we work as a Team. Thanks.

**STANLEY PRODUCTS** - Many people ask about selling Stanley products. I find that Fuller Brush is the brand that most people recognize and Stanley makes up less than 1% of my sales. It's nice to have them on request though. We can get a Stanley catalog for \$1 when we place an order. I keep one with me, but don't give them out because it is plastered with the Stanley corporate phone # and website. Your best bet is to refer customers to your fullerdirect website, or to order them yourself on your MyFullerBiz website.

**MONTHLY SPECIALS Catalogs.** See your monthly purchase order. February catalogs are LP02619 – 30 catalogs and a #619 \$6 Toilet Bowl Cleaner – all for \$5.99. March catalogs are LP03754 – 30 catalogs and a #754 \$5 Appliance Cleaner/Wax – all for \$5.99, available Jan 25.

**Frequent Fuller Award Points** are once again extended. However, the program will end December 2005. Redeem your 1993-2005 points by February 2006. See your MyFullerBiz websites or lit packs for details.

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.

**Fuller's 99-hour sale** the first week of January to celebrate the Company's 99<sup>th</sup> birthday was a tremendous success, despite the slowness of postal delivery (sent to all ACTIVE distributors). Most distributors knew to call the Sales Hotline for the Dec 31 announcement, and/or to check their MyFullerBiz website announcements, and/or to check our DWT Discussion Board. I called most of my customers, especially the ones who had bought the featured products in the past. I also emailed my fullerdirect customers, though it took a while to update my customer address book. I encourage everyone to keep their contact info up to date so that they can concentrate on contacts (instead of paperwork) for future sales. Create a Customer email update letter template that you can revise and update as you think of important selling points. And CALL the Hotline regularly for future promotions.

Create a Mission Statement for your business, as detailed on our Discussion Board. It's much more effective than a New Year's resolution: a PLAN instead of a wish.

**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.

**FAST START 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 December, your deadline for the Sweeper is Jan 31. If Fuller receives your application in Jan, your deadline is Feb 28. However, **new distributors joining in January-March** can also get the Fast Start Bonus. Increase that \$150 order to \$200 in the month you join and get the Sweeper PLUS extra cash and prizes. Other prizes also available in Months 2 and 3 even if you miss Month 1. Fuller Brush is coming up with some terrific promotions to encourage your new distributors to become prosperous immediately, so that you also can become prosperous.

**Recruit everybody that you can NOW.** Plug them into our support system and encourage them to take advantage of all the new distributor promotions. It's hard to keep track of them all. 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 Free Sweeper and \$45 or \$90 bonuses. See your company literature pack in your kit or orders for full details.

**IT'S TAX TIME.** Keep track of all your expenses for last year and this year. Get a 1040 Schedule C to see what to keep track of that you can deduct from your business and job income. Mileage is 37.5¢/mile for your product deliveries and business trips to the bank and post office. Keep track of postage, advertising, products and supplies, phone and internet and web expense, motivational/training books/tapes, and the many other things listed in the instruction book related to your business.

**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 1/13, 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#.