



# DOWNEAST WINNING TEAM® NEWSLETTER



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## ◆ CONGRATULATIONS NEW DWT FULLER BRUSH SUPERVISING DIRECTOR:

**PAUL LEHMAN** of California, sponsored by Albert Preston of NV in July 2003, advanced from Director to Supervising Director in February 2006. This means he has maintained at least 15 active and \$4000 for 3 months not counting his downline Director group, while his downline Director also qualified those 3 months. Thank you to one and all who have participated in Paul's success, especially the people in his downline Director group of **Janet & Tom Hill**. Larry Gray in his March 1 Sales Hotline says: "I want to send out a BIG congratulations to our newest Supervising Director, Paul Lehman from CA, sponsored by Albert Preston. Paul and his downline sales team have consistently sponsored new Distributors and retailed products. We really appreciate your persistence and dedication, Paul, in becoming a new Supervising Director. A big thank you to his entire sales team for your tremendous efforts in spreading the word about Fuller Brush!" Paul is our team's 18<sup>th</sup> Director or above promotion since 2000, and 8<sup>th</sup> since Sept 2005.

## ◆ CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS:

<b>JAN:</b>	<b>DOLORES PORTIS (NJ)</b> - sponsor Roland Rhoades (ME)
	c <b>JON D ALEXANDER (IN)</b> - sponsor Curtis Deckard (IN)
	c <b>DEBBIE HUSE (TX)</b> - sponsor KaSandra Mullins (TX)
	c <b>CHRISTINA LAWRENCE (MI)</b> - sponsor Champion Supplies Inc (NY)
	h <b>FRANTZ PIERRE (NY)</b> - sponsor Claudette Haskin (NY)
	h <b>WILLIAM ENGLE (PA)</b> - sponsor Mark Haynes (NV)
	w <b>EDITH RELF (OR)</b> – sponsor Ellie Golding (OR)
	w <b>LEE WILLIAMSON (TX)</b> – sponsor Edward Roberts (TX)
	p <b>MARK CHAMBERLAIN (CA)</b> - sponsor Lisa Arellanes (CA)
	pa <b>KENNETH MONTGOMERY (NC)</b> - sponsor Albert Preston (NV)
	pal <b>DEBRA GRAHAM (OR)</b> - sponsor Paul Lehman (CA)
	palh <b>MYRTLE CREEL (OR)</b> - sponsor Carol Ann Webb (OR)
	palh <b>JILL RISNER (OH)</b> - sponsor Janet & Tom Hill (WA)
<b>FEB:</b>	<b>BOB SMITH (NC)</b> – sponsor Roland Rhoades (ME)
	c <b>JAN HANSEN (CA)</b> - sponsor Champion Supplies Inc (NY)
	c <b>ISALEA CARR (WV)</b> - sponsor Champion Supplies Inc (NY)
	cl <b>KIMBERLY SKAGGS (CO)</b> - sponsor Lisa Dorsey (CA)
	cl <b>SHERYL WARREN (KY)</b> - sponsor Ardee-Ann Eichelmann (AR)
	f <b>PATRICIA PRAY (AR)</b> – sponsor Jimmy Rainwater (AR)
	f <b>ANDREA STALNECKER (PA)</b> – sponsor Alice Flanders (ME)
	z <b>ANGELA AMOS (IL)</b> - sponsor Patty Zasloff (FL)
	pg <b>ROBERT MARCELLINO (MA)</b> - sponsor Mary Martin (TX)

Too many Directors! Too any P's and L's. I had to create new codes to identify groups, via the upline pathway.

f = Supv Director Pat Fitchett's group      h = Supv Director Mark Haynes' group (also part of Pat's group)  
w = Director Wynn Distributing's group      z = Director Patty Zasloff's group (both also part of Mark's group)  
p = Supv Director Tom Peper's group      pg = Director Emilio Garza's group

pa = Supv Director Al Preston's group (both also part of Tom's group)      pal = Supv Director Paul Lehman's group (part of Al's group)  
palh = Director Janet/Tom Hill's group (part of Paul's group)

c = Supv Director Champion Supplies Inc.'s group      cl = Director Patty Lynch's group (part of Champion's group)

**Need Help?** I call as many people as I can to see how it's going, but I can't reach everyone, so call or email your sponsor or me. Does Fuller Brush work? It certainly does for all these people here who work it.

**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>Jan-Feb:</b>	cl <b>PATTY LYNCH (OH) - 18</b>	<b>ROLAND RHOADES (ME) - 14</b>
	h MARK HAYNES (NV) - 7	cl SHERYL SIMINOFF (CA) - 7
	p MARK CHAMBERLAIN (CA) - 6	palh JANET & TOM HILL (WA) - 6
	cl LINDA CHRISTIAN (AR) - 6	p TOM PEPPER (CA) - 5
	z PATTY ZASLOFF (FL) - 5	cl JOANNE APICE (PA) - 4
	c KASANDRA MULLINS (TX) - 4	cl KIM SKAGGS (CO) - 4
	pal PAUL LEHMAN (CA) - 4	c DEBBIE HUSE (TX) - 4
	w WYNN DISTRIBUTING (AR) - 3	p FRAN FRIEDMAN (CA) - 3
	p JANET PEPPER (CA) - 3	h FRANTZ PIERRE (NY) - 3
	pg RON CARPENTER (CA) - 2	h DIANE CARMAN (MO) - 2
	palh TOM HARPER (IL) - 2	h LORIAN RIVERS (FL) - 2
	DOLORES PORTIS (NJ) - 2	p LISA ARELLANES (CA) - 2
	cl SUE BUTRIM (MD) - 2	BRENDA/WALLY BRYANT (ME) - 2

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

<b>JAN:</b>	palh <b>JANET &amp; TOM HILL (WA) - \$10,371</b>	pg <b>RON CARPENTER (CA) - \$3558</b>
	h <b>MARK HAYNES (NV) - \$3397</b>	pal <b>PAUL LEHMAN (CA) - \$3198</b>
	palh <b>KAREN ROBINSON (WA) - \$1524</b>	w <b>WYNN DISTRIBUTING (AR) - \$1503</b>
	palh <b>THOMAS HARPER (IL) - \$1503</b>	z <b>JENNIFER MOSCOSO (FL) - \$1403</b>
	a <b>DOROTHY ELLICOTT (CO) - \$1352</b>	cl <b>AUDREY KERR (NV) - \$1208</b>
	p <b>MARK CHAMBERLAIN (CA) - \$1071</b>	h JEFFREY TROWBRIDGE (CA) - \$996
	c MERRY GUINN (FL) - \$924	p CARL WENDT (CA) - \$867
	TINA ORR (PA) - \$829	pa ALBERT PRESTON (NV) - \$758
	JOHNNIE MARTIN (MI) - \$661	p LISA ARELLANES (CA) - \$646
	MARK BEHMLANDER (MI) - \$644	pal YVONNE HAWTHORNE (MD) - \$639
	palh PENNY BOLYARD (TX) - \$617	z PATTY ZASLOFF (FL) - \$607
	h JOSE SOTO (TX) - \$583	cl LOUIS ANZALONE (NY) - \$582
	cl SUSANNA BUTRIM (MD) - \$565	p THOMAS PEPPER (CA) - \$557
	c KEVIN THOMAS (CA) - \$430	h CAROLYN MACEDA (NY) - \$424
	c ISALEA CARR (WV) - \$422	h WILLIAM ENGLE (PA) - \$410
	pg RAY SCHADLER (KY) - \$375	h ROBERT HUNT (AZ) - \$369
	c PATRICIA DELPINTO (PA) - \$358	c VILMA MOLINA (NY) - \$356
	cl PATTY LYNCH (OH) - \$352	w LEE WILLIAMSON (TX) - \$332
	c DEBBIE HUSE (TX) - \$321	h MARLENE BOTKA (IN) - \$460
	CLARENCE EMSHOFF (TX) - \$318	pal BRUCE KEEVER (OH) - \$306
	h LORIAN RIVERS (FL) - \$301	
<b>FEB:</b>	palh <b>JANET &amp; TOM HILL (WA) - \$7765</b>	pg <b>RON CARPENTER (CA) - \$4158</b>
	h <b>MARK HAYNES (NV) - \$2406</b>	pal <b>PAUL C LEHMAN (CA) - \$2053</b>
	z <b>JENNIFER MOSCOSO (FL) - \$1671</b>	z <b>PATTY ZASLOFF (FL) - \$1370</b>
	cl <b>LOUIS ANZALONE (NY) - \$1243</b>	palh KAREN ROBINSON (WA) - \$993
	c MERRY GUINN (FL) - \$852	w WYNN DISTRIBUTING (AR) - \$795
	pa ALBERT PRESTON (NV) - \$759	cl ARDEE-ANN EICHELMANN (AR) - \$753
	TINA ORR (PA) - \$753	p CARL WENDT (CA) - \$737
	pal ALLEN SCOTT (VT) - \$690	pal YVONNE HAWTHORNE (MD) - \$646
	cl JOYCE WEST (OH) - \$508	palh KRIKA BRADSHER (NC) - \$454
	DEBBIE JACKSON (NC) - \$425	c JAN HANSEN (CA) - \$417
	p MARK CHAMBERLAIN (CA) - \$417	CLARENCE EMSHOFF (TX) - \$412
	BOB SMITH (NC) - \$410	c KEVIN THOMAS (CA) - \$404
	a DOROTHY ELLICOTT (CO) - \$390	cl MICHELE MIKOLAJCZAK (FL) - \$386
	w LEE WILLIAMSON (TX) - \$376	h JEFFREY TROWBRIDGE (CA) - \$350
	p BONNIE McDERMOTT (AZ) - \$338	cl PATTY LYNCH (OH) - \$334
	cl KIMBERLY SKAGGS (CO) - \$320	palh PENNY BOLYARD (TX) - \$319
	p JOHN VIENUP (MO) - \$319	f SPENCER PARSONS (CA) - \$312
	p LAWTON BRAD SMITH (FL) - \$308	p PATSY WIDMAN (CA) - \$303
	p URSULA WENZKE (CA) - \$302	COUNT COPY-FULLER (WI) - \$301

**◆ \$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. Congrats all!

**JANUARY:** Audrey Kerr, Sharon Bray-McPherson, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Janet Peper, Lisa Munguia, Carl Wendt, Lisa Arellanes, Mark Chamberlain, Dorothy Ellicott, Karen Robinson, and Thomas Harper.

**FEBRUARY:** Audrey Kerr, Louis Anzalone, William Yoder, Sharon Bray-McPherson, Terri Routh, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Janet Peper, Lisa Munguia, Carl Wendt, and Lisa Arellanes.

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. Transcripts of the past Hotlines are on your MyFullerBiz back-office website.

**HOW'S BUSINESS?** Terrific! Serious business builders on these lists in their very first month include Isalea Carr, Krika Bradsher, Joanne Apice, John Vienup, and Mark Chamberlain; and William Engle, Sheryl Siminoff, Brad Smith, Fran Friedman, and Jennifer Moscoso in their first FULL 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. The **100<sup>th</sup> Anniversary 100-hour 10%-off sales** in Jan and Feb really boosted sales in normally slower months. Fuller sent a first class mailing to ALL ACTIVE dealers. If you didn't get it, place a \$35+ order and get on the active list. At least you knew about them by checking the Sales Hotline, my email newsletter update, and your MyFullerBiz website and our Discussion Board. January turned into a record month, larger than even the Holiday months, and nearly \$30,000 more than last January!

**FULLER'S CENTENNIAL SPRING CLEANING SEASON**

**KEY to SUCCESS.** Remember that "FACTS TELL; STORIES SELL". Showing or mailing a catalog will get some sales, but if you want to be more than average, USE the products so that you have stories to tell that create a relationship and a personal reason for your customers to buy from you. **Coming soon** and to be announced and downloadable from the DWT Discussion Board will be new Product flyers I'm designing, such as "The Fuller Difference in Bathroom Cleaning", "...in Kitchen Cleaning", etc. that will tell the story. YOUR testimonials solicited, which will make the flyers available that much sooner. Likewise, that is also why our Fuller Gold recruiting letter works so much better than just using the Company brochures.

**NEW PRODUCTS – Bottle Collectors take notice.** One of the new products we received in February is the #330 Drain Cleaner Brush. Yeah, that will come in handy in my experience. But what I'm most excited about is the other use as a narrow necked bottle brush. We've been clamoring for this for years. I have many antique and auction dealers and collectors who collect old antique bottles, many of which were buried in backyard landfills decades ago and now are worth money. Now we have a brush to fit in there to clean them out. Bend it as needed to get all the corners. This brush IS made by Fuller Brush in Kansas and has the bristles at the very tip also. Dollar store brushes only have a dead-ended metal tip at the end of the brush, useless for cleaning the bottom of a bottle or vase. The handle doesn't say Fuller Brush; because the wire is so narrow, they needed a smaller handle, so they used a Stanley handle. Use it dry to start with, but also sell them a powerful foaming action cleaner like #626 Fulsol Spray or #761 Industrial Germicidal Cleaner.

**PAY ATTENTION TO THE BONUSES. YOUR NEW Distributors Receive:** A breakdown guide to all the bonuses so you can keep track of them, my newsletter, and a welcome letter with all your upline and important contact information, as soon as I receive their mailing address from YOU. Make sure your new distributors know all the new distributor bonuses too. They are plastered on promotional flyers in your kit and in our recruiting literature. I always notice first orders like \$49.88; a \$50+ first order would have given them a free 4XFulsol. Of course tax and shipping doesn't count; this figure is strictly commissionable retail product volume before your discount. That Fulsol is also merely a consolation prize. If that very first product order is \$150+, you receive a \$59.99 Electrostatic Carpet Sweeper; \$200+ you also get the Fast Start bonus. You can get Fast Start bonuses for 3 consecutive months – see my chart or the flyers for deadlines.

USE our 100<sup>th</sup> Birthday as an excuse to start a conversation. "Did you know that Fuller Brush is 100 now?"

**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.**

**MONTHLY SPECIALS Catalogs.** See your monthly purchase order. Get 40 April catalogs LP041 and a #32 \$6.99 Foot Cleanser all for \$7.99. Get 40 May catalogs LP051 with a #73 \$7.99 Tea Tree Gelee for only \$7.99, available March 27. June catalogs & Summer brochures available about April 24.

**NEW 2006 MASTER CATALOG,** effective Feb 1, 2006, introductory special extended to March 31. #MC06B30 – 30 for \$15. New products & some price changes.

**New Product Demos.** Strictly ONE per distributor at this price. Most product demos are net items.

A **RETAIL demo** counts as product volume towards any sales goals, and your discount comes off that price! That also means that they count for new distributors trying to reach \$150 or \$200 in retail volume for the extra bonuses. #D186330 available 2/24-4/28. Stain Eliminator Sponges AND Drain Cleaner Brush reg \$16.98, demo \$7.99 less your discount. Demo for #599 Microencapsulated Stainless Steel Cleaner will be available in early April. Check the Sales Hotline and also watch for other special products coming soon.

**MOTHERS DAY SPECIALS** 3/15-5/31. Flyer available in your lit packs or MyFullerBiz website. On sale are wooden and acrylic hairbrushes(510, 511, 514, 515, 530, 531), mirrors, hairbrush cleaner tool (which doubles as a Velcro cleaner), Vanilla Perfume, Cucumber Melon Body lotion, Rich Moisture Cream, French lilac Bath oil, Cosmetic Organizer, and the Leather bags from the Holiday brochure.

**IMPORTANT DATES:** **March 15:** April & Mothers Day Specials begin; **March 31 4PM CST:** March Order Deadline; **April 13:** May Specials begin; **April 28 4PM CST:** April Order Deadline; **May 15:** June & Summer Specials begin. See your 2006 yellow Fuller Brush Calendar.

**Sales Strategies.** Everybody would love to start right out with the BIG sale. Yes, I've sold a case of 6 Carpet Sweepers to a business. Some have sold dozens of brooms to a college. Sell cases of Fulsol and Fullsan and Bowl Cleaner at a time to cleaning companies and other businesses. Sell cases of car wax and other products to town public works departments. Nursing homes and hospitals buy Fullsan gallons by the case. It helps to know somebody there first. Get your feet wet first and learn what you're doing so that you appear professional and don't blow your opportunity when it arises. I encourage going to any local business with your initial target the people working there for their personal home use, since you can't find them at home anymore. The co-workers will talk amongst each other and you'll have many people buying from you for their homes from just one catalog and visit. One of those people may be the office manager who may start buying Fuller products for the business, after they get to know you as a reliable supplier of quality products, and even refer their cleaning company to you (happens to me). Use that fact as a testimonial to tell other businesses, locally and nationally via the internet.

**"ACTIVE" Requirement.** Fuller Brush has no requirements. BUT, IF you are going to order anyway, WHY would you order \$30 instead of \$35+??? Shipping costs you the same. If you order \$30, you are not considered active on the Fuller computer. ACTIVE dealers are paid more attention to, by both your upline and the Company. Active dealers have been receiving first class mailings from Fuller about extra specials and promotions. IF you are going to order, make it the minimum \$35 to be considered active. ONLY if you have \$35 yourself, do you earn anything on your downline or get increased commissions on your sales. Your upline Director needs at least 15 ACTIVE dealers each month to receive Director pay. Support and help is a two-way street. Active dealers get my newsletter first. Others get it after I get time to go through my mailing list a second time, wondering, should I send them a newsletter or not. My database tells me when you last ordered. If someone in your town wants to buy, or even join, I look to see if anyone there is ACTIVE.

**FREE EMAIL UPDATES OF THE LATEST NEWS:**

**If you have email, and IF I have your email address, then:** You get this Newsletter earlier than US mail, this issue posted on our website 3/20, and a notice emailed to all the emails I have, as well as news updates.

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. So, IF you want them to make money, please pass their contact information upline. If there is any reason why they should not get my newsletter (ie, it would confuse a fundraising organization or a wholesale customer), tell me that too. Thanks.

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