



DOWNEAST WINNING TEAM® NEWSLETTER



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This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. Email recipients also receive paper copy FREE ON REQUEST. Let me know your preference. Thx.

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

JULY:	STEVEN WAYNE JOHNSON (UT) – sponsor Roland Rhoades (ME)
	MELODY & RICHARD SCHAFFER (OH) - sponsor Alice Flanders (ME)
	c GAYLEE SMITH (TX) - sponsor Champion Supplies Inc (NY)
	cl CONNIE HARRIS (MO) - sponsor Lisa Dorsey (CA)
	z LAWRENCE FACIANE (LA) - sponsor Jennifer Moscoso (FL)
	z MATTHEW OPPERMAN (FL) - sponsor Jennifer Moscoso (FL)
	p DEBORAH GIFFORD (NJ) - sponsor Thomas Peper (CA)
	p JIM PITTON (CA) - sponsor Ursula Wenzke (SC)
	palh LARRY DEIBERT (PA) - sponsor Karen Robinson (WA)
	palh BEVERLY GAUTHIER (MI) - sponsor Janet & Tom Hill (WA)
	palh LLOYD FULLER (MT) - sponsor Janet & Tom Hill (WA)
AUG:	DALE LEMON (WV) – sponsor Roland Rhoades (ME)
	ROBERT INGRAM (FL) – sponsor Carole Munger (FL)
	JAKE STVENTON (KS) – sponsor Kerry Engledow (KS)
	JULIE JOHNSON (UT) – sponsor Steven Johnson (UT)
	z CHRISTINE REINHART (FL) - sponsor Jennifer Moscoso (FL)
	p DEBRA JOHNSTON (PA) - sponsor Mary Martin (TX)
	pal MARY BETH SCHIEL (NM) - sponsor Paul Lehman (CA)
	pal RICHARD W SHETLER (OH) - sponsor Paul Lehman (CA)
	palh BETTY CALLEGAN (LA) - sponsor Janet & Tom Hill (WA)

Too many Directors! Too any P's and L's. I had to create new codes to identify groups, via the upline pathway.
 h = Supervising Director Mark Haynes' group w = Director Wynn Distributing's group
 z = Director Patty Zasloff's group (both also part of Mark's group)
 p = Executive Director Tom Peper's group pj = Director Janet Peper'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)

July-Aug:	ROLAND RHOADES (ME) - 18	MELODY/RICHARD SCHAFFER (OH) - 12
	h MARK HAYNES (NV) - 9	palh JANET & TOM HILL (WA) - 7
	w WYNN DISTRIBUTING (AR) - 6	z JENNIFER MOSCOSO (FL) - 6
	z PATTY ZASLOFF (FL) - 5	pa ALBERT PRESTON (NV) - 5
	cl PATTY LYNCH (OH) - 5	pal PAUL LEHMAN (CA) - 4
	ALICE FLANDERS (ME) - 3	p RON CARPENTER (CA) - 3
	c JULIE WISHARD (MD) - 3	cl REBECCA WILDFONG (MI) - 3
	pa ROBERT OTT (UT) - 3	JAMIE CARINE (KY) - 3
	w ELEANORE MARSHALL (VA) - 2	h JEFF TROWBRIDGE (CA) - 2
	cl LISA PATTERSON (NC) - 2	ROBERT DEMARCO (PA) - 2

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

JULY:	palh JANET & TOM HILL (WA) - \$7599	p RON CARPENTER (CA) - \$4616
	pal PAUL LEHMAN (CA) - \$4035	z JENNIFER MOSCOSO (FL) - \$4032
	h MARK HAYNES (NV) - \$2716	COUNT COPY FULLER (WI) - \$1814
	z PATTY ZASLOFF (FL) - \$1476	pal YVONNE HAWTHORNE (MD) - \$1372
	pj CARL WENDT (CA) - \$1029	c JULIE WISHARD (MD) - \$934
	palh KAREN ROBINSON (WA) - \$902	cl HOPE HELDRETH (NJ) - \$763
	z LAWRENCE FACIANE (LA) - \$754	pal ALLEN SCOTT (VT) - \$699
	z MATTHEW OPPERMAN (FL) - \$678	w WYNN DISTRIBUTING (AR) - \$645
	pj PATSY WIDMAN (CA) - \$637	p THOMAS PEPPER (CA) - \$554
	cl ARDEE-ANN EICHELMANN (AR) - \$542	palh LLOYD FULLER (MT) - \$507
	p FRAN FRIEDMAN (CA) - \$490	cl LOUIS ANZALONE (NY) - \$454
	h MARITZA NEVAREZ (CA) - \$404	cl JOYCE WEST (OH) - \$399
	c MERRY GUINN (FL) - \$375	c DEBBIE HUSE (TX) - \$374
	p JIM PITTON (CA) - \$359	cl KIMBERLY SKAGGS (CO) - \$356
	DALE LEMON (WV) - \$356	h LORETTA MATTO (PA) - \$325
AUG:	palh JANET & TOM HILL (WA) - \$8482	pal PAUL C LEHMAN (CA) - \$4129
	z JENNIFER MOSCOSO (FL) - \$3955	p RON CARPENTER (CA) - \$3550
	pa STANLEY KENNEY (NV) - \$2487	h MARK HAYNES (NV) - \$2192
	COUNT COPY FULLER (WI) - \$1534	c JULIE WISHARD (MD) - \$1380
	z PATTY ZASLOFF (FL) - \$1309	pal ALLEN SCOTT (NY) - \$1162
	pj CARL WENDT (CA) - \$1076	cl WILLIAM YODER (OH) - \$1003
	cl LOUIS ANZALONE (NY) - \$929	MATTHEW McCAHAN (PA) - \$885
	TINA ORR (PA) - \$754	palh KAREN ROBINSON (WA) - \$701
	pal YVONNE HAWTHORNE (MD) - \$701	ROBERT INGRAM (FL) - \$681
	w WYNN DISTRIBUTING (AR) - \$589	h LORETTA MATTO (PA) - \$553
	cl HOPE HELDRETH (NJ) - \$525	palh WENDY McCHRISTIAN (MT) - \$499
	z LAWRENCE FACIANE (LA) - \$488	MELODY/RICHARD SCHAFER (OH) - \$443
	c MERRY GUINN (FL) - \$423	NEVA JULIAN (IL) - \$412
	GLORIA FREER (MI) - \$404	TOM DERRICK (NY) - \$379
	p THOMAS PEPPER (CA) - \$379	pj KELLY HIBBS (WI) - \$377
	z CHRISTINE REINHART (FL) - \$376	h PATRICIA TYUNAITIS (WI) - \$367
	palh LLOYD FULLER (MT) - \$365	c DEBBIE HUSE (TX) - \$353
	c MARY FRANK (AZ) - \$353	AL HERMAN (WA) - \$348
	JAMIE CARINE (KY) - \$324	cl KIMBERLY SKAGGS (CO) - \$322
	z MARTHA JANE LAWSON (TN) - \$313	palh JEFFREY ALLEN HALL (PA) - \$311
	h WILLIAM ENGLE (PA) - \$308	cl ARDEE-ANN EICHELMANN (AR) - \$305

Business continues great. The so-called “slow dog days of summer” boosted our team’s annual sales over the **ONE MILLION \$\$\$** mark! Fuller prevents any slow periods during the year by giving us more specials to encourage more sales. The top sales leaders stay right up there because they have built the groundwork of a good customer base, though there is some shuffling of who beats whom, and new people popping into the \$1000+ category. Looks like I gained another cleaning company as a customer (possibly a distributor). She has a new and thriving cleaning business, cleaning homes and businesses, advertising “providing a clean and healthy environment”, so she was looking for good quality safe products. She tried some Fuller products and other brands and likes Fuller best. She loves the Bath Clean, the Gel window cleaners, Marble & Granite Cleaner, Tile & Grout, and Microencapsulated Stainless Steel Cleaner so far.

◆ **\$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!

JULY: Dennis Montey, Count Copy-Fuller, Max/ Audrey Kerr, Lisa Dorsey, Kimberly Skaggs, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Lisa Munguia, Carl Wendt, Yvonne Hawthorne, Karen Robinson.

AUGUST: Dennis Montey, Count Copy-Fuller, Alice Flanders, Melody Schafer, Julie Wishard, Max/Audrey Kerr, Lisa Dorsey, William Yoder, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Lisa Munguia, Carl Wendt, Stanley Kenney, Allen Scott.

◆ FAST START DIRECTOR PROGRAM – September & October only

The top Manager commission is 46%, plus retailer bonuses. Directors can earn 50-52%. Director qualification is always a 3-month process, but now you can do it for HALF the normal requirements. Flyer is on your MyFullerBiz website. We already have people signed up for it (call Fuller), so please, everybody, abide by the unenforced minimum order rule of \$35 so you count as active. You only need \$1500 group volume instead of \$3000, and 4 frontline active (= \$35+) instead of 5, and 8 total group active instead of 15. While you still need \$3000 to earn 50%, this gets the 3-month 5/15/\$3000 qualification out of the way at half-price. Call or email me for more details.

“ACTIVE” Requirement. Fuller Brush has no requirements. BUT, IF you are going to order anyway, WHY order \$30 instead of \$35+??? Shipping costs you the same. If you order less than \$35, you are not considered active on the Fuller computer. ACTIVE dealers are paid more attention to, by both your upline and the Company. ONLY if you have \$35 yourself, do you earn anything on your downline. If YOU are your upline’s final qualifying dealer and you only order \$30, well... 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.

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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 9/15, and a notice emailed to all the emails I have, as well as news updates.

If you have a working email address that you’ve given me, you’ve already heard this. We have more in depth product informational 8x11 flyers to photocopy, currently covering the Carpet Sweeper, Fulsol, environment-friendly aerosols, Fullsan Disinfectant concentrate, Sticky Stuff Remover commercial sales, The Fuller Difference in Bathroom Cleaning, Perfumed Deodorant Blocks, the Super Shammy. Testimonials needed. New 8/06 is the Dryer Vent/ Refrigerator Coil Brush and Boar Bristle hairbrushes. Also flyers to include with sales of the Wetmop for proper care. Go to our training website Discussion Board for the latest updates under “Forms & Flyers”. We also include Fuller Centennial press release materials there. Please add your product testimonials to the many more posted on our Discussion Board. Sharing our product experiences helps us all when we work and learn as a Team. Thanks. The web address is a private DWT member benefit AFTER you join us, so I don’t include it in this public newsletter.

NEW Products & Demos. Strictly ONE per distributor at the demo price. Product demos are net or retail 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. Check the Sales Hotline and your monthly purchase order for new products. Sept or Oct demos include the D147 \$9.99 Eraser Wonder Sponges for \$4.50 retail, D725 \$9.99 Cinnamon Apple Solid Air Freshener/Odor Absorber for \$6 retail, and D320 \$7.89 Clothes Dryer Screen Brush for \$4 retail. Plus the Holiday Gift Shoppe demo. Package Retail value \$154.42; Sale price of all items \$121.92. Distributors can purchase one demo package for **only \$97 less** your commission!

MONTHLY SPECIALS Catalogs. See your monthly purchase order. Get 20 October or November catalogs, plus 20 Home for the Holidays flyers, and 20 Holiday Gift Shoppe brochures, and a \$7.29 Air Freshener for only \$7. November catalogs available about Sept 25. Dec available about October 25.

Your Own HOLIDAY GIFT SHOPPE – BEST 100 Days of the Year have started

Active dealers received the special mailing from Fuller Brush with the gift shoppe brochure and demo offer in August. I ordered mine and the brochures in August and the products look like great sellers. Includes an 8x10 Lighted Stand Magnifier that also hangs over your neck for hands-free work; a Tool Kit; a sports umbrella in a zipper case; a blanket and cushion duo; a cooler tote bag; a digital desk clock radio; a desktop

calculator; and a terrific LED dynamo squeeze flashlight that never needs batteries or replacement bulbs! Just squeeze to wind up the built in generator. Great for camping, power outages, for your car and home. People need more than one. Get the demo so you have something for people to see.

HOW TO GET MORE SALES. People generally have a certain amount they are willing to spend on cleaning supplies each month. So, show them the monthly Fuller products catalogs first and get an order, and then show them the Gift catalog to get the business they were going to spend at the mall. If you do it the other way around, they won't feel they have money to spend on the Fuller products. This way you can boost your average orders from \$30 or so to \$80. TALK about the products and SHOW them to people, let them touch them. MY customers will definitely all be holding that flashlight in their hands, even if they don't yet think they are even interested in it. Do your holiday shopping from yourself, and mention to your customers which items you are getting for your family members and friends. People buy what they can really see, so get the demo package of Fuller-approved quality giftables. The brochure of Fuller-gifts also gets great sales, especially the Electrostatic Carpet Sweeper, and the hairbrushes, using our testimonials flyers. Also the reversible Lint Brush, no-slip Hangers, folding scissors, and everything else. More will be coming, including the Vanilla Perfume. Watch your lit packs, and MyFullerBiz for new flyers.

Microfiber Mini Duster. Separate paragraph for this thing! We blew Fuller's sales projections out of the water with customers buying 2-3-4 at a time. Out of stock for a couple months, Fuller won't let that happen again. Only \$4.99 or \$7.48 with an extra head, I've seen mini dusters for twice this price or more in catalogs. Needed for every computer or TV screen, car dashboard, blinds, use wet or dry. SELL this thing!

One more thought on getting customers. Every customer counts. "Cultivate" relationships and \$5 customers will become \$50 customers. Learn to be somebody that other people like being around, suggestions are in our training materials. That even goes for long distance fullerdirect customers and handling their orders personally; by talking on the phone with them, I have customers buying regularly for 14 years; one in AZ just sent me a \$300 order; usually it's between \$100 and \$200 every 3-4 months, another in NY is \$50-\$100 every 2-3 months. That cleaning company I mentioned said that what impressed her was my taking the time to deliver the catalogs in person and offering immediate service when she needs it. I personally choose to stock some inventory of what sells fastest for me, products that I know I will sell.

RALLY YOUR SALES CONTEST. See the flyer you got in the mail, or in your order lit packs. Increase your sales in September by \$250 over your average of July and August, and win free products. For new dealers or others who didn't sell much, total must be at least \$400 retail.

FULLER CENTENNIAL SPECIALS. Don't forget about the 100th Anniversary collector items. The limited edition Rosewood Hairbrushes in the Holiday brochure, the Anniversary Handi Brush. The 2006 Calendar is still available, and still worth the \$6 less your commission, with all the antique pictures that you can use for promotional ideas. Don't expect another calendar for a few years. We also have 100th Anniversary Fuller Brush polo shirts and Caps, see your order form. They really look sharp.

I forgot to mention that last December I got FULLR-BR vanity license plates for my car. Only \$15 extra in Maine, charged as a business advertising expense of course. See my Newsletter webpage for a picture of my Toyota Prius hybrid car, sparkling with Fuller's "Car Wash & Wax".

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.

Fuller provides the Sales Hotline to tell us all the latest, 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, extra specials. Transcripts of the past Hotlines are on your MyFullerBiz back-office website.

IMPORTANT DATES: **Sept 15:** October & Holiday Gift Shoppe Specials begin; **Sept 29 4PM CST:** Sept Order Deadline; **Oct 13:** November Specials begin; **Oct 31 4PM CST:** October Order Deadline; **Nov 15:** December Specials begin. See your 2006 yellow Fuller Brush Calendar.

Take advantage of Fuller's sign-up specials NOW to build your group! All signup specials are continued through December 2006. I mail my distributor info packages for 87¢ with the concise tried and proven DWT Manual 3 (the Fuller Gold 2006 recruiting letter, updated often) that explains all the details, and a monthly catalog. Too much reading just confuses people, but it must also tell enough to answer their questions. Remember, only ONE Kit per person, so encourage the largest \$130+ R205 Gold Select Business Builders Kit for \$39.95. **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.