

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

| | | |
|--------------|--|--|
| SEPT: | palh JANET & TOM HILL (WA) - \$6733 | pal PAUL LEHMAN (CA) - \$4079 |
| | z JENNIFER MOSCOSO (FL) - \$3911 | p RON CARPENTER (CA) - \$3535 |
| | pa STANLEY KENNEY (NV) - \$3127 | h MARK HAYNES (NV) - \$2358 |
| | TINA ORR (PA) - \$1456 | pj CARL WENDT (CA) - \$1438 |
| | z PATTY ZASLOFF (FL) - \$1393 | c JULIE WISHARD (MD) - \$1354 |
| | cl ARDEE-ANN EICHELMANN (AR) - \$842 | h CAROLYN MACEDA (NY) - \$751 |
| | palh KAREN ROBINSON (WA) - \$747 | pal YVONNE HAWTHORNE (MD) - \$712 |
| | p THOMAS PEPPER (CA) - \$662 | w WYNN DISTRIBUTING (AR) - \$613 |
| | p JIM PITTON (CA) - \$577 | p BONNIE McDERMOTT (AZ) - \$528 |
| | MATTHEW McCAHAN (PA) - \$434 | w LEE WILLIAMSON (TX) - \$427 |
| | AL HERMAN (WA) - \$415 | cl LOUIS ANZALONE (NY) - \$415 |
| | MELODY SCHAFER (OH) - \$412 | c MARY FRANK (AZ) - \$409 |
| | h LORETTA MATTO (PA) - \$357 | palh JEFFREY ALLEN HALL (PA) - \$337 |
| | p MARY MARTIN (TX) - \$319 | z SUSAN ELLIOTT (OR) - \$317 |
| | palh LARRY DEIBERT (PA) - \$304 | |
| OCT: | pal PAUL C LEHMAN (CA) - \$6668 | palh JANET & TOM HILL (WA) - \$5480 |
| | z JENNIFER MOSCOSO (FL) - \$4514 | p RON CARPENTER (CA) - \$4156 |
| | h MARK HAYNES (NV) - \$3450 | z PATTY ZASLOFF (FL) - \$2319 |
| | cl ARDEE-ANN EICHELMANN (AR) - \$1900 | pal YVONNE HAWTHORNE (MD) - \$1875 |
| | pj CARL WENDT (CA) - \$1764 | pj LISA ARELLANES (CA) - \$1023 |
| | pa STANLEY KENNEY (NV) - \$967 | c MERRY GUINN (FL) - \$966 |
| | c JULIE WISHARD (MD) - \$915 | p MICHELLE GUENTHER (TX) - \$827 |
| | TINA ORR (PA) - \$809 | h JEFF TROWBRIDGE (CA) - \$777 |
| | cl LOUIS ANZALONE (NY) - \$710 | w WYNN DISTRIBUTING (AR) - \$708 |
| | pa DOROTHY ELLICOTT (CO) - \$680 | TOM DERRICK (NY) - \$669 |
| | RONALD KNOD (CA) - \$636 | EISENBERG SEW & VAC (MO) - \$620 |
| | w ANITA SIMMONS (TN) - \$572 | z CHRISTINE REINHART (FL) - \$570 |
| | c LISA UHL (IN) - \$551 | pa KAREN WIGGINS (ID) - \$467 |
| | MATTHEW McCAHAN (PA) - \$464 | palh KAREN ROBINSON (WA) - \$462 |
| | h LORETTA MATTO (PA) - \$461 | MELODY SCHAFER (OH) - \$455 |
| | KARLENE DEWARE (FL) - \$446 | c VILMA MOLINA (NY) - \$422 |
| | SPENCER PARSONS (CA) - \$419 | p SONIA DIETRICH (WI) - \$409 |
| | ELAINE CARTER (CA) - \$401 | ANDREA STALNECKER (PA) - \$379 |
| | pj PATSY WIDMAN (CA) - \$372 | cl HOPE HELDRETH (NJ) - \$352 |
| | palh LARRY DEIBERT (PA) - \$343 | p RAY SCHADLER (KY) - \$340 |
| | pal BRUCE KEEVER (OH) - \$336 | p MARY MARTIN (TX) - \$324 |
| | pj WENDA HARRIS (CA) - \$318 | palh ABIGAIL SERRANO (NJ) - \$310 |
| | h MARITZA NEVAREZ (CA) - \$307 | |

Business continues great. October set another record for us and we also have two more people who qualified in their first month (of 3) as new Directors! If you are in **Alice Flander's** or **Melody Schafer's** groups, please be sure to order/sell \$35+ in products to count as one of their required active distributors. Thanks. Melody only joined in June! A special congrats to new dealers starting off seriously including Ronald Knod, Eisenberg Sew & Vac, Mary Frank, Michelle Guenther, Anita Simmons, Karlene Deware.

Our Fuller Gold 2007 recruiting letter was updated again in November – see our training website file library.

◆ **\$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!

SEPTEMBER: Alice Flanders, Tina Orr, Julie Wishard, Max/ Audrey Kerr, William Yoder, Ardee-Ann Eichelmann, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Ursula Wenzke, Lisa Munguia, Carl Wendt, Stanley Kenney, Karen Robinson.

OCTOBER: Alice Flanders, Melody Schafer, William Yoder, Ardee-Ann Eichelmann, Lorian Rivers, Jennifer Moscoso, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Lisa Munguia, Carl Wendt, Lisa Arellanes, Stanley Kenney, Yvonne Hawthorne.

“ACTIVE” Requirement \$35. 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 and don't earn downline commissions. ACTIVE dealers are paid more attention to, by both your upline and for Company mailings. If YOU are your Director'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.

About this FREE NEWSLETTER. 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 11/11, and a notice emailed to all the emails I have, as well as news updates. This paper newsletter is published every other month and is free to everyone in the Downeast Winning Team, IF your address is submitted for my newsletter by your sponsor. If your address isn't in MY database, you don't get referrals either. I also post a pdf copy of this newsletter on my website exactly like my print copy, and email to everybody with email. Paper copy will gladly be mailed to those who cannot print out the pdf copy; **just ask**. In between, I email updates with inside info which are not usually posted to my newsletter webpage. If you recruit someone, part of recruiting is to tell me and your other upline via email or phone so we can add them to our team list. If you have found this on your own and haven't received my newsletter, or email news, please tell me your contact info yourself and what you are interested in. Thanks.

DWT TRAINING WEBSITE. Our exclusive DWT Training website includes in depth product informational 8x11 flyers to photocopy, including 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, Dryer Vent/ Refrigerator Coil Brush, and Boar Bristle hairbrushes. 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. Call or email me.

BUSINESS BASICS. Sometimes some of the basics for new distributors, detailed in our training manuals (free on-line at the DWT Training website), need repeating. Everyone asks how to get customers. Just opening your mouth and asking people when was the last time they heard of Fuller Brush will get THEM talking about it. You can respond that Fuller is 100 now and they are looking at a Fuller rep. Passive advertising will get some results, but active is obviously better. **HOME PARTIES** are a sales avenue I can't stress enough. People welcome a change of pace from the same old parties. Complete details on selling \$300 - \$1000 per evening and also gaining new distributors is on [you guessed it] our DWT Training website in the File Library. I recommend taking a close look at your monthly purchase order, especially the Business Aids section. #R211 is a ½ page attractive flyer with the Fuller logo offering details about Fuller and a free catalog. You get 300 for only \$2 !!! Just rubber stamp or write your name and phone # on it, or make a label, and leave wherever free literature is allowed, like bulletin boards, supermarkets, laundry rooms, community centers, etc. Fuller also has expired monthly catalogs #LP0004 320 for only \$1 for anyone who will really use them. Just write-stamp-label them “Sample catalog, Call me for free current specials catalog”. Throw one on every doorstep or newspaper box (NO mailboxes!). A cover letter introducing yourself and describing a couple current products on special with a reason why our products can help them, will greatly improve response. Get your name out there with a way for people to contact a real live person (YOU!). If you don't want people calling you for products, well, you are making it difficult to make money.

But there is the **FULLER DIRECT WEBSITE** that EVERY distributor gets for FREE as part of your membership fee. If you did not sign up for this website, DO IT!!! Take advantage of this; some other companies charge distributors a hefty monthly fee for having a website. The form is in every distributor kit, and also on the DWT Training website and your MyFullerBiz website. You can also call Fuller for a copy. Fuller doesn't notify you when your site is ready because the form tells you to just give them a couple days and then try your ID# at www.FullerDirect.com. This website takes away the excuse that people in your neighborhood are too poor to buy cleaning products (Yeah, right.). You can sell to people nationwide that have more money, and distributors in another state can sell to poor people in your neighborhood. I'm not just being facetious; I see it all the time, including people signing up as new distributors. Be positive and pro-active and get all the business for yourself. Who buys Fuller Brush? People who can see beyond the end of their nose and realize that quality saves money in the long run, and that has nothing to do with which

end of the economic spectrum they are at. Even I get out there and sell products in person. If you are active, then I also notice that in my database and refer customers to people who are selling more than just fullerdirect. Use the magnetic car sign for your car and in front of your house. Get one FREE in the Manager Drive bonus; #R352 \$8 separately. Get 2" peel and stick numbers for your phone #. I also recommend buying a box of Fuller's decades old standby, the famous free veggie brush, #052 Handi Brush 50 for only \$7.50. You can also sell them for 50c besides giving one free with purchase. I also recommend giving the #R358 refrigerator magnet to anyone who wants one. It will keep your contact info in front of them AND their visitors. Make your own label or stick a regular address label on it and write in your phone #.

Tracking your Fuller Direct customers. Your www.MyFullerBiz.com website tells you who ALL your mail and web fullerdirect customers are so that you can followup with thanks and new catalogs or emails. At your fullerdirect website, you can click on shopping>order status lookup and type in your customers' email to find out exactly what they ordered, so that you can be more pro-active in telling them when their favorite products go on sale again. Also, be sure to tell all your distance customers to mention your ID# if they call Fuller direct and ask for monthly specials and a free Master catalog. This will ensure that they realize the importance of having your ID# or name handy when they order so you get credit.

I practice what I preach. Two examples from just Nov 10 and 11. Saturday someone 4 hours away called me for a replacement mophead because she couldn't find a local dealer anymore. I gave her my price to mail myself and said we really need new dealers in your area if you know anybody who might be interested in extra income. Third person like that doesn't put them on the spot and makes them free to say what she did, "I might be interested; how does it work?" Friday one of my cleaning company customers came to pick up her \$69 order of wetmops, heads, and Granite Cleaner. Old time dealers demonstrated all the products when they knocked on doors. My 'demonstration' consisted of saying 'This flashlight has been selling terrific, never needs batteries, great for walking the dog or power outages' and I turned it on and wound it up. I also handed her the Microfiber Mini Duster and asked if she needed a dryer vent brush. Sold all 3.

NEW Products & Demos. Strictly ONE per distributor at the below wholesale demo price. These **RETAIL demos** count 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. November demos include the Cinnamon Apple and Orange Spice Solid Air Freshener/Odor Absorbers, Dryer Screen Brush, Foaming Disposal Cleaner, and Microencapsulated Wood Furniture Cleaner & Polish. Distributors can purchase one \$154 Holiday Gift Shoppe demo package for **only \$97 less** your commission til Nov 30!

MONTHLY SPECIALS Catalogs. See your monthly purchase order. Get 40 December catalogs and a \$8.49 Delicate Fabric Wash for only \$7.99. Get 40 January catalogs and a \$5.99 Shoe & Fabric Protector for \$7.99. Watch in December and January for extra quantity specials that always keep our sales from slumping after Christmas. Also watch for the new 2007 Master catalog.

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.

Your Own HOLIDAY GIFT SHOPPE Lots of Great Gift items. Show people 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. Do your holiday shopping from yourself. Don't forget about the 100th Anniversary limited edition Rosewood Hairbrushes and the Anniversary Handi Brush. The 100th Anniversary Fuller Brush polo shirts and Caps really look sharp. See your order form.

RALLY YOUR SALES CONTEST. Increase your sales in November by \$250 over your average of Sept and Oct, and win free products. For new dealers or others who didn't sell much, total must be at least \$400 retail. Winners in the September contest from our team were Roland Rhoades, Stanley Kenney, Tina Orr, Carl Wendt, Ardee-Ann Eichelmann, Carolyn Maceda, Jim Pitton, Bonnie McDermott, and Lee Williamson.

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.

IMPORTANT DATES: **Nov 15:** December Specials begin; **Nov 30 4PM CST:** Nov Order Deadline; **Dec 15:** January Specials begin; **Dec 29 4PM CST:** December & Holiday brochures Order Deadline; **Jan 15:** February Specials begin. See your yellow Fuller Brush Calendar.