



DOWNEAST WINNING TEAM® NEWSLETTER



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September-October 2007

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Newsletter & the latest web-only updates: www.FullerBrushDWT.com/news.htm

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 if you want paper. Thx.

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

JUNE:	TIMOTHY KOHLS (MO) – sponsor Roland Rhoades (ME)
	LOIS LAROCHE (IN) – sponsor Roland Rhoades (ME)
	fs REBECCA PETERSEN (GA) – sponsor Cheryl Harris (SC)
	fs SHARON O'NEILL (OH) – sponsor Richard Fernandez (OH)
	c JB SYSTEMS (MD) - sponsor Champion Supplies Inc (NY)
	cl MISSY KIPPHORN (PA) - sponsor Audrey Clark (NV)
	w TS99 INC (FL) - sponsor Wynn Distributing (AR)
	pal ELLSWORTH JOHNSON (MA) - sponsor Yvonne Hawthorne (MD)
JULY:	c DIANE DAVIS (AL) - sponsor Linda Marston (TN)
	z PATRICIA MORSE NEWTON (NC) – sponsor Jennifer Moscoso (FL)
	MONICA MACIAS (unk) - on my volume report, no info submitted
AUG:	z MARY ANN IMAN (FL) – sponsor Patty Zasloff (FL)
	z LYNN JACOBY (PA) – sponsor Patty Zasloff (FL)
	h MAEBELLE COBB (NC) - sponsor Frantz Pierre (NY)
	AMANDA MONTAGUE (unk) – on my volume report, no info submitted
	PAM JONES (unk) - on my volume report, no info submitted

CODES: 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) **unk = no contact info submitted by sponsor**
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 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)
f = Director Alice Flander's group fs = Director Melody Schafer's group (also part of Alice Flanders' group)

◆ **TOP SPONSORING LEADERS** (Sponsor at least 2 in one month, front-line or in depth, to be listed)

June-Aug:	ROLAND RHOADES (ME) – 19	h MARK HAYNES (NV) - 18
(3 months)	fs MELODY SCHAFFER (OH) – 11	w WYNN DISTRIBUTING (AR) - 11
	h FRANTZ PIERRE (NY) - 10	z PATTY ZASLOFF (FL) - 7
	p RON CARPENTER (CA) - 4	f ALICE FLANDERS (ME) - 4
	CHERRY MERRITT (CA) - 3	fs JENNIFER LEHMAN (DE) - 3
	cl PATTY LYNCH (OH) - 3	cl JOANNE APICE (PA) - 2
	fs WENDY SONKA (KS) - 2	z CHRISTINE REINHART (FL) - 2

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

JUNE:	p RAYMOND RADZINSKI (MI) - \$6455	z JENNIFER MOSCOSO (FL) - \$5168
	palh JANET HILL (WA) - \$3982	p RON CARPENTER (CA) - \$3626
	h MARK HAYNES (NV) - \$3241	pal PAUL LEHMAN (CA) - \$2154
	pj LISA ARELLANES (CA) - \$1713	h LORETTA MATTO (PA) - \$1658
	cl LOUIS ANZALONE (NY) - \$1579	p MICHELLE GUENTHER (TX) - \$1407
	z CHRISTINE REINHART (FL) - \$1382	fs STEPHANIE BYRNE (NH) - \$1250
	f ANDREA STALNECKER (PA) - \$1100	pj JESUS/CARL WENDT (CA) - \$1053
	pal YVONNE HAWTHORNE (MD) - \$907	pa DOROTHY ELLICOTT (CO) - \$871
	p TJ JERNIGAN (AL) - \$804	z PATTY ZASLOFF (FL) - \$747

	c MARIA BRITTIS (SC) - \$706	LOIS LAROCHE (IN) - \$679
	p MARY MARTIN (TX) - \$633	w WYNN DISTRIBUTING (AR) - \$604
	c JB SYSTEMS (MD) - \$588	z RONALD STOKES (FL) - \$579
	palh NADINE/ RON HAMILTON (WV) - \$539	JOHNNIE MARTIN (MI) - \$537
	c DEBBIE HUSE (TX) - \$529	w ROBERT & GINA CUBBAGE (WA) - \$514
	fs ESTHER FRECKMAN (CO) - \$485	PAM JONES (unk) - \$451
	z MARTHA JANE LAWSON (TN) - \$419	fs MELODY SCHAFER (OH) - \$405
	MATTHEW McCAHAN (PA) - \$333	w ANITA SIMMONS (TN) - \$328
	ELDER METSA (MN) - \$324	KAREN KEGEL (MT) - \$317
	TOM DERRICK (NY) - \$308	
JULY:	p RAYMOND RADZINSKI (MI) - \$7775	z JENNIFER MOSCOSO (FL) - \$5029
	h MARK HAYNES (NV) - \$4150	palh JANET HILL (WA) - \$3551
	pal PAUL C LEHMAN (CA) - \$3158	p RON CARPENTER (CA) - \$3068
	TIMOTHY KOHLS (MO) - \$2277	cl LOUIS ANZALONE (NY) - \$1536
	pa STANLEY KENNEY (NV) - \$1219	TINA ORR (PA) - \$1123
	c JB SYSTEMS (MD) - \$1111	pj JESUS/CARL WENDT (CA) - \$1099
	p MICHELLE GUENTHER (TX) - \$1075	pj LISA ARELLANES (CA) - \$1059
	pj ROBERT CARL PEPPER (VA) - \$789	h LORETTA MATTO (PA) - \$757
	z PATTY ZASLOFF (FL) - \$753	w WYNN DISTRIBUTING (AR) - \$721
	fs STEPHANIE BYRNE (NH) - \$650	cl HOPE HELDRETH (NJ) - \$612
	fs MELODY SCHAFER (OH) - \$586	pa DOROTHY ELLICOTT (CO) - \$534
	palh NADINE/ RON HAMILTON (WV) - \$461	fs PEGGY WILLIAMS (AR) - \$406
	MONICA MACIAS (unk) - \$406	pal YVONNE HAWTHORNE (MD) - \$405
	w ROBERT & GINA CUBBAGE (WA) - \$389	z CHRISTINE REINHART (FL) - \$375
	p EMILIO GARZA (TX) - \$349	p THOMAS PEPPER (CA) - \$340
	w HC STROUD (AR) - \$339	h MAEBELLE COBB (NC) - \$333
	p MARY MARTIN (TX) - \$320	MULTI SOURCE ONE CORP (unk) - \$319
	ELDER METSA (MN) - \$313	fs SEANN & AMBER STEWART (FL) - \$311
	pj MELISSA JOHNSON (IN) - \$301	
AUG:	p RAYMOND RADZINSKI (MI) - \$5538	palh JANET HILL (WA) - \$4451
	h MARK HAYNES (NV) - \$4094	z JENNIFER MOSCOSO (FL) - \$3684
	p RON CARPENTER (CA) - \$3259	pal PAUL C LEHMAN (CA) - \$3250
	TIMOTHY KOHLS (MO) - \$2072	f ANDREA STALNECKER (PA) - \$1865
	p MICHELLE GUENTHER (TX) - \$1729	pj LISA ARELLANES (CA) - \$1523
	TINA ORR (PA) - \$1202	h LORETTA MATTO (PA) - \$757
	z CHRISTINE REINHART (FL) - \$846	z MARTHA JANE LAWSON (TN) - \$797
	z MATTHEW OPPERMAN (FL) - \$846	pj JESUS/CARL WENDT (CA) - \$778
	z PATTY ZASLOFF (FL) - \$747	p THOMAS PEPPER (CA) - \$689
	cl LOUIS ANZALONE (NY) - \$584	pa STANLEY KENNEY (NV) - \$579
	w WYNN DISTRIBUTING (AR) - \$501	c JULIE WISHARD (MD) - \$499
	pal YVONNE HAWTHORNE (MD) - \$480	w TS99 INC (FL) - \$473
	p ROBERT SCHEUFELE (MD) - \$414	fs STEPHANIE BYRNE (NH) - \$358
	c KEVIN THOMAS (CA) - \$333	pj WENDA HARRIS (CA) - \$326
	palh NADINE/ RON HAMILTON (WV) - \$323	cl MAUREEN McDERMOT (DE) - \$309
	fs MELODY SCHAFER (OH) - \$307	p EMILIO GARZA (TX) - \$304
	h MAEBELLE COBB (NC) - \$333	p BONNIE McDERMOTT (AZ) - \$300

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 9/17 as a pdf exactly like my print copy, and a notice emailed to all the emails I have. Email-only updates went out 8/6 and 8/26. Many emails come back refused, so add my email address to your trusted senders list/ white list/ not-spam list. 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, part of your responsibility if you recruit. If your address isn't in MY database, you can't get referrals either. Paper copy will gladly be mailed to those who cannot print out the pdf copy; **just ask**. If you have found this on your own and haven't received my welcome letter and chart of new bonuses, newsletter, or email news, please tell me your contact info yourself, and your sponsor if known. Thanks.

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

The following distributors 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!

JUNE: Andrea Stalneckner, Jennifer Lehman, Esther Freckman, Stephanie Byrne, Louis Anzalone, Loretta Matto, Lorian Rivers, Jennifer Moscoso, Christine Reinhart, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Jesus Wendt, Lisa Arellanes, Yvonne Hawthorne.

JULY: Timothy Kohls, Tina Orr, Jennifer Lehman, Esther Freckman, JB Systems, Audrey Clark, Louis Anzalone, Lorian Rivers, Jennifer Moscoso, Terrie Routh, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Jesus Wendt, Lisa Arellanes, Stanley Kenney.

AUGUST: Timothy Kohls, Tina Orr, Andrea Stalneckner, Jennifer Lehman, Lorian Rivers, Jennifer Moscoso, Christine Reinhart, Terrie Routh, Ron Carpenter, Mary Martin, Michelle Guenther, Ursula Wenzke, Raymond Radzinski, Jesus Wendt, Lisa Arellanes.

Free Advertising: When you get promoted, send a notice to your local paper; they usually print it for free.

MONEY IN RECRUITING As I have detailed before, in Fuller Brush you can get paid for recruiting someone your first day in the business (if you also have \$35 personal sales), unlike some other companies. If you don't really know what you are doing yet to be an experienced sponsor, THAT is what Fuller's network marketing program and your upline are for. WE help you to help them (IF YOU tell us who they are). This is on-the-job training. You only gain experience by doing it. I mail my 3oz distributor info packages for **only 75¢** with the concise tried and proven DWT Manual 3 (the 5-page **Fuller Gold 2008 recruiting letter**, with a list of what to include) 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 Kit for \$39.95. 75¢ will only mail the info in a 6x9 or smaller envelope; 9x12 costs much more, as does more than 3oz. Make sure you write "Fuller Brush" above your return address. **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.

FREE REFERRALS. The Company regularly sends customers calling them, to distributors across the country after checking their database for the nearest dealers with phone #s. And they send dealer leads to the top Directors to handle. If you asked the Company if distributors give away customers and distributors and leads to their downline, they would say that is unheard of. Well, many of you active distributors well know that is exactly what I do, mainly because I'm too busy to handle all the business myself, and because I know that giving people something to lose is the best way to make sure they stay active themselves. As you know, my website has a "find a local dealer" webpage where I tell MY potential customers to contact one of our dealers near them. I could just tell everyone to go to my fullerdirect site. I list a few states and the active dealers, updating only when I get time. I could list all 50 states and over 1000 dealers, but nobody would find anyone in a list that big and I'd never find time to keep it current. Dozens of you in unlisted states know that you still get referrals that I forward to you, as that page clearly states. Still, I get grief over it "Unfair! List my state or I quit." So, quit already, geez. Even though we are in the internet age with everyone right next door, I sponsor geographically because most prospects want someone near them to work with, who knows what business in their state is like. I also send leads for you to recruit IF you know what to mail them to answer all the whys and hows, and are prepared to do so (see above paragraph). Many of you could have downline from me, but I help those who show enough initiative to help themselves and do at least something. Follow-up with PHONE CALLS to answer any questions, like our training materials tell you. Of the 19 people I sponsored in the past 3 months, 9 were under other dealers, and all 7 the first 2 weeks of September have gone downline. That's not counting the many leads that I've sent downline for others to mail info to. I have sponsored into every Director group on our team. It's a Good time to be on our team.

EMAIL and internet access really does make this business much easier to build. It is easier to send you leads by email. Constant updates via our Discussion Board tell you what's new and what is coming before it is publicly announced, as well as many "how-to's". It may also qualify as a deductible business expense on your taxes. Or go to your library. **Our Private Training website** has a new look (website address via email, not in this public newsletter. Do not publicize to non-members). The Discussion Board is totally new, with the most important messages re-copied to the new Board. Anyone can read messages, but you do need to re-register to post questions or testimonials. Let's try to get more than the 256 registered members we had on the old one. That is also where you'll find Mark Haynes' newsletter, free to all.

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

RECRUITING RESPONSIBILITIES. If you recruit new distributors, it is your responsibility to see that they get up to speed to become successful. That means pretend I'm not here; I can't do everything. Keep in touch; people care more that you care, than what you know. But I and our training system ARE here. So, plug them into our system, make sure you and they know how to use all the tools that the company and our team provide. Submit their name and address to all your upline for my newsletter and database, email too if they have one. Besides being the Downeast Winning Team, be your own team also. A free email update monthly can do wonders, tell what YOU and your other team members are doing and recognize accomplishments in more detail than I have room for. I notice (especially if you cc me) those of you who send welcome and followup emails to your distributors, and say to myself "now there's a future Director who needs to be at the top of my list for more referrals". Actually I tend to send leads in depth to that person's newer distributors, helping more than one person at a time. On the other hand, if you sponsor someone new personally in the same town as one of your active distributors instead of teaming them up, I may just duplicate you and stop helping, depends on how many leads and distributors you have. Keep track of your genealogy report and notice when people need to re-register and make sure they don't forget. Remind them of new dealer bonuses that they may be close to. If someone goes inactive a few months, find out if they have problems or questions. The most important part is communication; make sure I know what is going on, good or bad in your group. Thanks.

HOLIDAY GIFT SHOPPE. Take advantage of our busiest time of the year with the great products in our Gift Shoppe brochure (on our training website). We are getting good feedback on the quality of the 8 new products. Buy the demo!!! \$88.92 to buy one of each item; buy the demo package for only \$73 less your discount and also get a handy large Fuller Brush canvass carry bag. Prices range from \$4.49 for a classy walnut wood pen to \$23.99 for a unique extendable-to-26" flashlight with a magnetic tip for grabbing things that fall into narrow spots. Sell a cleaning supply order first, and then show them the gift items and you'll double your normal order size. Shop at Home – Save Gas! **NOTE:** This demo can also be used to get people to join. Tell them "JOIN as a distributor and you can buy the whole package for \$73 less your commission, and if you increase your order to \$150, Fuller will even give you a free \$50 Carpet Sweeper!" **DO NOT** say 'you never have to buy anything again'; put a value and a sense of commitment on our distributorships. After all, you also need retail customers. (I actually got this idea from our Discussion Board)

FULLER DIRECT AUTOMATED SALES. EVERY distributor gets the **FULLER DIRECT WEBSITE** for FREE as part of your membership fee. Take advantage of this; some other companies charge distributors a hefty monthly fee for having a website, no computer required. The form to sign up is in every distributor kit, and also on our websites. You can also call Fuller for a copy.

Use your Fullerdirect customer listing on myfullerbiz to send an e-news every month or two, **creating a relationship** like personal visits used to do, and make sure they know how important it is to use YOUR fullerdirect website next time they order. If you have a home-made home page, use that for them to post in their favorites, making it an informative page for further product information, with our **DWT Product Info & Testimonial pages** and with a link to your fullerdirect page. Latest addition to our 8x11 product pages in our File Library, is a page on the Stainless Steel Sponges and Handle, and this Holiday season, you'll definitely want to also distribute the Carpet Sweeper, Hairbrushes, and Dryer Brush flyers. The **DWT Training website** goes into more detail. THANK your customers for their business and offer your assistance with any cleaning problems. Fuller gives a free Master catalog to your customers. I mail monthly catalogs every 2-3 months to mailorder customers. The **new postage rates** are great for us. Mail one catalog for 41¢ postage, or two months catalogs for 58¢ or 3oz for 75¢. Avoid heavier mailings. Offer web customers free catalogs on request. Occasionally poll your customers to see if there is a consensus for how much contact to have. Make a point of pushing all the new products, like the Holiday Gift Shoppe.

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 to also get free Holiday flyers.

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 14:** October Specials begin; **Sept 28 4PM CST:** Sept Order Deadline; **Oct 15:** Nov Specials begin; **Oct 31 4PM CST:** Oct Order Deadline; **Nov 15:** Dec Specials begin. See your yellow 2007 Fuller Brush Calendar.