



DOWNEAST WINNING TEAM® NEWSLETTER



ISSUE #80 DOING GREAT in 2008 ! August-Fall 2008

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Newsletter & email-only updates, subscribe free: www.FullerBrushDWT.com/news.htm

This Newsletter is FREE to ALL Team members whose addresses have been submitted to me. All New members receive a paper copy and welcome/getting started letter from me. Those with email then receive a paper copy FREE only ON REQUEST. Let me know if you prefer paper. Thx.

◆ **CONGRATULATIONS NEW DWT FULLER BRUSH MANAGERS: Reach \$600.**

MAY:	fs KAE PAGE (NH) – sponsor Beverly Donato (NH)
	fs ALFRED/THERESA ROBERGE (NH) – sponsor Stephanie Byrne (NH)
	c LOLA THOMPSON (VA) - sponsor Champion Supplies (NY)
	c FEDERICO SALGADO (NY) - sponsor Champion Supplies (NY)
	c MICHAEL/SHERYL JENKINS (AZ) - sponsor Champion Supplies (NY)
	p JEFF CANNON (GA) - sponsor Ursula Wenzke (SC)
	pal CHRISTINE FOLEY (NY) - sponsor Yvonne Hawthorne (MD)
JUNE:	f STEPHANIE STAPLETON (PA) – sponsor Alice Flanders (ME)
	c JOHN/DONNA BRADY (FL) - sponsor Audrey Clark (NV)
	c CANDY VEGA (TX) - sponsor Champion Supplies (NY)
	z MICHAEL O’HALLORAN (TX) – sponsor Jennifer Moscoso (FL)
	h BARRY OLSON (WI) - sponsor Frantz Pierre (NY)
	h CAROL KIEL (MO) - sponsor Ronald Borgman (MO)
	palh PEGGY POULSON (NY) - sponsor Janet Hill (WA)
JULY:	c WILLIAM OEHSER (FL) - sponsor Julius Rensch (OH)
	c KAREN MILLER (PA) - sponsor Champion Supplies (NY)
	h DUANE DUCKWORTH (OH) - sponsor Mark Haynes (NV)
	p LORI NADELLE (NM) - sponsor Ron Carpenter (CA)
	p TOM O’BRIEN (CA) - sponsor Tom Peper (CA)
	palh MAXINE MILLER (NC) - sponsor Janet Hill (WA)
	pal THOMAS MacKENN (FL) - sponsor Paul Lehman (CA)

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 new Managers never submitted not listed
 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 (Director Patty Lynch part of Champion’s group)
 f = Director Alice Flander’s group fs = Director Melody Schafer’s group (also part of Alice Flanders’ group)

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

MAY:	p RAYMOND RADZINSKI (MI) - \$7594	z JENNIFER MOSCOSO (FL) - \$4373
	palh JANET HILL (WA) - \$3906	p RON CARPENTER (CA) - \$3584
	pal PAUL LEHMAN (CA) - \$3214	h MARK HAYNES (NV) - \$2654
	p JEFF CANNON (GA) - \$1693	f ANDREA STALNECKER (PA) - \$1485
	c LISA UHL (IN) - \$940	p MICHELLE GUENTHER (TX) - \$915
	p TOM PEPER (CA) - \$809	JOHNNIE MARTIN (MI) - \$789
	c MICHAEL/SHERYL JENKINS (AZ) - \$769	f ALICE FLANDERS (ME) - \$739
	pj JESUS/CARL WENDT (CA) - \$684	fs KAE PAGE (NH) - \$678
	c LOLA THOMPSON (VA) - \$653	c BEVERLY WRIGHT (AR) - \$645
	TINA ORR (PA) - \$594	h BARBARA CARNEGIE (ME) - \$577
	h RONALD BORGMAN (MO) - \$545	c LOUIS ANZALONE (NY) - \$540

	z CHRISTINE REINHART (FL) - \$480	c JULIE WISHARD (MD) - \$448
	pa STANLEY KENNEY (NV) - \$391	c VILMA MOLINA (NY) - \$388
	GARY GREENE (NC) - \$374	f PAULETTE SMITH (NJ) - \$374
	fs MELODY SCHAFFER (OH) - \$370	h CAROL KIEL (MO) - \$363
	pa DOROTHY ELLICOTT (CO) - \$358	MARK BEHMLANDER (MI) - \$355
	h TERRIE ROUTH (AR) - \$354	w ROBERT CUBBAGE (WA) - \$353
	w WYNN DISTRIBUTING (AR) - \$346	TOM DERRICK (NY) - \$310
JUNE:	p RAYMOND RADZINSKI (MI) - \$10,039	pal PAUL C LEHMAN (CA) - \$4946
	palh JANET HILL (WA) - \$4326	p RON CARPENTER (CA) - \$3947
	p JEFF CANNON (GA) - \$3573	h MARK HAYNES (NV) - \$2747
	z JENNIFER MOSCOSO (FL) - \$2712	c JOHN/DONNA BRADY (FL) - \$1328
	p THOMAS PEPPER (CA) - \$1317	c LOUIS ANZALONE (NY) - \$1073
	c MICHAEL/SHERYL JENKINS (AZ) - \$1051	BILL CALDEIRA (MA) - \$991
	fs KAE PAGE (NH) - \$973	p MICHELLE GUENTHER (TX) - \$948
	z PATTY ZASLOFF (FL) - \$765	h JEFF TROWBRIDGE (CA) - \$736
	TINA ORR (PA) - \$725	pa STANLEY KENNEY (NV) - \$668
	pj JESUS/CARL WENDT (CA) - \$567	c LOLA THOMPSON (VA) - \$524
	w H C STROUD (AR) - \$480	c MARIA BRITTIS (SC) - \$454
	w WYNN DISTRIBUTING (AR) - \$433	c KAREN MILLER (PA) - \$424
	z WILLIAM SCHARF (FL) - \$415	z CHRISTINE REINHART (FL) - \$414
	c JULIE WISHARD (MD) - \$400	h LORETTA MATTO (PA) - \$394
	p MARY MARTIN (TX) - \$392	CHERRY MERRITT (CA) - \$352
	fs COME SCRAP WITH ME (NH) - \$327	fs MELODY SCHAFFER (OH) - \$325
	z MARTHA JANE LAWSON (TN) - \$323	p LORI NADELLE (NM) - \$318
	f STEPHANIE STAPLETON (PA) - \$316	
JULY:	p RAYMOND RADZINSKI (MI) - \$10,705	palh JANET HILL (WA) - \$4339
	p JEFF CANNON (GA) - \$3824	z JENNIFER MOSCOSO (FL) - \$3599
	pal PAUL C LEHMAN (CA) - \$2987	p RON CARPENTER (CA) - \$2744
	h MARK HAYNES (NV) - \$2309	p TOM O'BRIEN (CA) - \$1384
	TINA ORR (PA) - \$1066	p MICHELLE GUENTHER (TX) - \$967
	z CHRISTINE REINHART (FL) - \$963	c LOUIS ANZALONE (NY) - \$858
	w WYNN DISTRIBUTING (AR) - \$817	p THOMAS PEPPER (CA) - \$810
	c MARIA BRITTIS (SC) - \$773	c JULIUS RENSCH (OH) - \$678
	c LOLA THOMPSON (VA) - \$648	fs KAE PAGE (NH) - \$612
	h LORETTA MATTO (PA) - \$561	MARK BEHMLANDER (MI) - \$489
	p LORI NADELLE (NM) - \$446	c JOHN/DONNA BRADY (FL) - \$419
	pal YVONNE HAWTHORNE (MD) - \$405	h DUANE DUCKWORTH (OH) - \$378
	pj JESUS/CARL WENDT (CA) - \$376	w H C STROUD (AR) - \$353
	f SYLVIA LANE (ME) - \$316	h JEFF TROWBRIDGE (CA) - \$315
	c CYNTHIA GEIGER (PA) - \$315	c CONNIE SHAUD (PA) - \$310
	c CURTIS DECKARD (IN) - \$306	

Congratulations to the new distributors starting right off meaning business. The following reached Manager in their first or second month: Jeff Cannon (with over \$9000 his first 3 months), Michael & Sheryl Jenkins, Lola Thompson, Federico Salgado, Lori Nadelle, Tom O'Brien, and Kae Page. Besides the sales leaders and Directors listed above, the following were over the \$1000+ group volume level with their downline distributors: Esther Freckman, Stephanie Byrne, Beverly Ann Donato, Kae Page, Audrey Clark, Lorian Rivers, Terrie Routh, Claudette Haskin, Mary Martin, Michelle Guenther, Ursula Wenzke, Merlin Luschen, and Maria Brittis. **Congratulations** especially to Ray Radzinski, staying at the top of the heap and now over \$10,000 in personal sales each month. **How do you do it?** Many tips are in our Retailing & Fullerdirect manual in our File Library. Some people use "pay-per-click" internet advertising, which means you can list your fullerdirect site and they charge you every time someone clicks on your ad. I've never needed it myself. The price depends on how many dealers are bidding for those clicks, so it can get very expensive. So... you want to make sure to squeeze every penny out of the leads you get. The whole point of Fuller Brush is repeat business. Many of my customers have been ordering from me for 15 years. Build a relationship, even long-distance, and make sure they know that *YOU* are their Fuller rep, and that you can help with any cleaning questions they may have. The most successful dealers actually call their fullerdirect

customers and offer the option of ordering from a live person, and make sure they are happy with their orders. *Their* customers have no doubt about where to go to order a second time. Are your customers just doing an internet search for another website when they want more? Email your customers to thank them for their orders and introduce yourself, making yourself someone they feel they know, in order to build brand loyalty to *YOUR* Fuller Brush distributorship. Your myfullerbiz website lists contact info for all your customers. Tell them *YOUR* fullerdirect website offers many dozens of monthly specials on Fuller and Stanley products (as does every fullerdirect site, but you don't need to tell them that, and we are cheaper than ordering direct from the Company). Tell them you can save them \$\$ and tell them when their favorite products go on special and that TWO months of specials are available after the 15th. The person who offers the best SERVICE gets the most business. Customers want to know that you CARE about their business.

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

May-July:	fs MELODY SCHAFER (OH) – 25	h MICHAEL/CAROLINA MOON (CA) - 15
	ROLAND RHOADES (ME) – 14	h FRANTZ PIERRE (NY) - 13
	w WYNN DISTRIBUTING (AR) - 9	p TOM PEPPER (CA) - 8
<i>Encourage</i>	h MARK HAYNES (NV) - 7	p RON CARPENTER (CA) - 6
<i>the R205</i>	h CLAUDETTE HASKIN (NY) - 6	fs ROSEMARY SLEDGE (TN) - 5
<i>Gold Select</i>	z JENNIFER MOSCOSO (FL) - 5	z PATTY ZASLOFF (FL) - 4
<i>Business</i>	z CHRISTINE REINHART (FL) - 4	h LORIAN RIVERS (FL) - 3
<i>Builders</i>	c MICHAEL JENKINS (AZ) - 3	fs VICTORIA MOORE (OH) - 2
<i>Kit</i>	c ARDEE ANN EICHELMANN (AR) - 2	c HOPE HELDRETH (NJ) - 2

How to reach Director. We have a number of team members whose groups are growing, who are asking how to reach Director. Step One (assuming you are running over \$2000/mo group volume and a dozen or so active dealers) is to call Accounts Administration 1-800-732-1116 to tell them you are trying for Q1 – Qualification Month 1, so they will track you - IF you are close to the other quals. You need at least 15 ACTIVE downline distributors ordering \$35+ in products for 3 months in a row, at least 5 of them on your front line, the others could be people those people sponsored. You also need at least \$3000 group volume including your sales, 3 months in a row. You need the same quals to get paid 50+% after you qualify. THIS is why we sometimes get frustrated by distributors ordering \$30 per month – *you don't count as active*. To qualify you must also have at least \$1500 outside your largest group; one downline doing everything for you won't make you a Director. See your Business Manual. If you want to make this happen, get your group to identify as your group by being in close contact with them. See also the above paragraph. As Zig Ziglar says, if you help enough other people to get what they want, then you will also get what you want. See p4.

THE ONLINE DISTRIBUTOR APPLICATION

Using the internet distributor application from Fuller Brush has really made our lives easier. Go to www.FullerBrushGetStarted.com (caps don't matter) and login with your ID# and look around to see what is there. All the 4 kit descriptions are there, as well as the new dealer promo flyers. *EXPLAINING* the business opportunity is our job, and may the best explanation win! I wouldn't want it any other way. **Use our Fuller Gold 5-page recruiting letter**, which you can personalize with your contact info and make into an emailable pdf (with free programs like cutepdf.com), and then *send them to the new application* with your ID#. Works great; many of us have been using it since the first day. Fuller Brush emails the new distributor a welcome and their ID# and emails you with their contact info. Make sure Fuller has your email address so they can tell you. **IMPORTANT:** Forward this contact info to all your upline so that WE will know that they exist and can include them in our newsletter mailings; email also. If you fax in an application, then the original paper one must also be signed and mailed by both sponsor and new dealer or their account gets closed. Do away with *all* the paperwork by signing up on this new website. Email all your contacts from the past about this new development. If mailing an info pack, spend no more than 76¢ postage. In fact, if you send people to the online appl instead of mailing one, 59¢ postage or an email will do. Recruiting totals have been up since this website was established. Tell your customers you are a registered Fuller sponsor and can get them their own free website, if they wish a free home business with no volume requirements.

SWEEP IT AWAY ... WITH THE BRIGHT PINK BROOM Introductory sale May - August for \$14.99, \$8 off. This is the Kitchen Broom with a bright PINK head and two-piece steel handle. \$1 from every sale is donated to Breast Cancer research by *Fuller Brush*. This has been a great volume booster for us. *Gift idea*.

2008 MASTER CATALOGS became available in July, after Fuller revamped our product line to remove slow sellers and add more popular new products. The sales hotline kept us updated the past few months. A

special introductory price is available until Aug 29: 30 for the price of 20, #MC0830 for \$12. They look great, including some new upcoming products like a line of especially green Nature's Choice cleaners. Our aerosol products are also being upscaled to a new 21st century design with painted labels. Back when I joined in 1992, I learned about every product as they were introduced. Frankly the past few years, I lost track of many new products and never did bother to figure out what they were for. Obviously so did many of you because many of those products are now gone. We can only use so many products to clean with. It should be easier now to promote our products and know what we are talking about. Be sure to see the Product Cross-Reference list to see what products will do the same job as a former product. I also love all the products marked as made in the USA; I promote mostly those, but the Carpet Sweeper is my favorite.

Was one of your favorite products discontinued? I also wish that some products were brought back that there are no alternatives for – make your opinions heard on Fuller's Suggestion Box Line **1-800-732-1122** with your ID#, especially if you have a request for a specific number of a product. Post your notices for discontinued products wanted or available on our Discussion Board. I ask people how often they bought or sold that product. Usually the answer has been, well, I was planning to promote it. BUY IT! SELL IT! And if YOU really like a product, and especially if you know of new uses for it, Make YOUR favorite products everybody else's favorite products also, by sharing product uses and testimonials with everyone else on our Discussion Board. If other people promote it too, Fuller won't need to discontinue it.

HOW do you develop product volume in your group? Same answer as above. BUY IT so you know what the heck you are selling; then TELL your customers and distributors how happy you are with the products. Be your own best customer, and pay less than retail customers. The more volume you build among your customers and distributors, the less you pay for your own products. I pay half-price. Fuller makes great year-round gifts. People need our products, regardless of the economy. I've had a string of orders the past month in a local trailer park, within walking distance of that W store, with my catalogs evidently getting passed around ["Mary Smith says you sell Fuller Brush. Can I order some products?"]. They even ask to deliver when they get out of work or to bring them by after the next payday, but they want quality products that work right the first time. Talking about the products and passing along testimonials is a big help, even if they are already ordering a product. Reinforce that they are making a good decision by saying how happy other people have been with a product (use our testimonials until you have your own).

Summer or Economic Slowdown? Not that I've really noticed. I've kept a database of monthly volume for the past 15 years. The summers are always good, only February seems to be a problem month. Volume holds steady month to month, but I will admit that from February on has been about 5% less than I expected. Read the other paragraphs in this newsletter to combat your slumps. More people tend to join in bad times. I've been distracted from business building by many other things this year, but the checks keep coming in as usual. Something you can also say once you build a group that averages out slumps and spurts. Many family situations or storms have taken me away for a few days at a time. We had two major home remodeling projects that required much of my time in prep work and re-routing wires out of the contractor's way when we tore the roof off, added a porch, and built one standard roof the whole side of the house, and the new oak flooring in two rooms required lots of furniture moving, painting, and other prep work. That \$20,000 or so was already in the budget to just pay cash. Then we had a surprise project of a whole new septic system in July-Aug, but again I just wrote a check. No loans necessary because of my one and only income from Fuller Brush. I'm doing my part to help the economy! Even my skeptical family agrees that Fuller Brush was the best decision I ever made. Holiday specials will gear up your business.

HOLIDAYS 2008. The first brochure, Home for the Holidays, came out in July and is included with the September catalogs; begins Aug 15. The second brochure, Holiday Gift Shoppe, is included with the October catalogs and is available by August 25. Order the specially priced, one-per-distributor Gift Shoppe Demo so you will know what you're selling – see Sales Hotline announcement. You can't sell something if you don't know what it is. Use the **MONTHLY SPECIALS Catalogs** - See your monthly purchase order. These have the new products and also offer your customers limited time discounts to encourage them to buy NOW. Your customers will appreciate you being "their discount Fuller dealer".

Fuller provides the **FULLER BRUSH SALES HOTLINE** (Audio Newsletter) 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: **Aug 15:** September & Holiday Specials begin; **Aug 29 4PM CST:** Aug & Summer Outdoors Order Deadline; **Sept 15:** October & Holiday Gift Shoppe Specials begin; **Sept 30 4PM CST:** Sept Order Deadline; **Oct 15:** Nov Specials begin; **Oct 31 4PM CST:** Oct Deadline; **Nov 14:** Dec Specials begin.

Distributors Call ☎ **1-800-732-1118** if you don't have a Literature Pack of current catalogs, Free on request.