



DOWNEAST WINNING TEAM®

NEWSLETTER



Issue #91 **May-Summer 2011**
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Newsletter & updates, free at: 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. You then receive subsequent newsletters via email as a pdf link. Let me know if you prefer paper. Thanks.

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

FEB:	SARAH L JOHNSON (IL)	Sponsor Roland Rhoades (ME)
	c GERALD ATHERTON (OH)	sponsor Champion Supplies (NY)
	c JANET OZANICH (MI)	sponsor Champion Supplies (NY)
	z MICHAEL McMURRAY (OH)	sponsor Jennifer Moscoso (FL)
	p PATRICK MORIN (AZ)	sponsor Michael Ian Hill (CA)
	p W O DAVIS II (MO)	sponsor Ron Carpenter (CA)
	p JONATHAN MEERE (AZ)	sponsor Tom Peper (AZ)
MAR:	c SANDRA TESTERMAN (MD)	sponsor Champion Supplies (NY)
APR:	CHURCH OF GOD (IL)	Sponsor Sarah Johnson (IL)
	GREG LAMATRICE (OH)	Sponsor Roland Rhoades (ME)
	DAVID R THOMAS (TN)	Sponsor Steven Kleczewski (IL)
	c ROBERT/PAULA LOCKHERT (WA)	sponsor Champion Supplies (NY)
	c JOSEPH LONGWELL (WV)	sponsor Champion Supplies (NY)
	c ANITA MEESTER (IA)	sponsor Champion Supplies (NY)
	c JUSMINDA LOPEZ (NY)	sponsor Champion Supplies (NY)
	p ANDREA FERNANDEZ (NY)	sponsor Michael Ian Hill (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) c = Supv Director Champion Supplies' group
 p = Executive Director Tom Peper's group or Director Janet Peper's group
 pa = Supv Director Al Preston's group (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)
 f = Director Alice Flander's group fs = Director Melody Schafer's group (part of Alice Flanders' group)

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

FEB-APR:	ROLAND RHOADES (ME) - 9	z JENNIFER MOSCOSO (FL) - 6
<i>Encourage</i>	w WYNN DISTRIBUTING (AR) - 5	pa AL PRESTON (NV) - 5
<i>the R205</i>	TIM KOHLS (MO) - 5	w SUPERIOR FIELD SERVICES (FL) - 5
<i>Gold Select</i>	palh MARGARET DEIBERT (PA) - 3	h MARK HAYNES (NV) - 3
<i>Business</i>	fs MELODY SCHAFFER (FL) - 3	p TOM PEPPER (AZ) - 3
<i>Builders Kit</i>	p DAVID CHILDERS (TN) - 2	

To be included as a recruiter on my team, TELL me who you recruited. No sense recruiting if you aren't going to plug them into the team and tell me how to send them the team newsletter. Thanks. I also need to keep stressing the importance of recruiting successfully with our **Fuller Gold Team recruiting letter** (DWT Manual 3) that explains all the details, updated April. Just sending a couple Company flyers won't do it. We keep getting people with a free kit who now want the business builder's kit. The Free KIT is a distributor KIT and signs you up as a distributor. **ONE KIT per distributor**, so encourage people to get the one they really want (as p5 of the recruiting letter stresses).

Congratulations to everyone on our team mentioned in the Quarter 1 2011 edition of *Fuller Brush Superstars* which you receive in your orders. Top Recruiters included Champion Supplies, Roland Rhoades, Mark Haynes, Ron Carpenter, Superior Field Services, Timothy Kohls, and Wynn Distributing. Top Retailers are Champion Supplies, Albert Preston, Timothy Kohls, Janet Hill, Michael Ian Hill, Jennifer Moscoso, Thomas Peper, Ron Carpenter, Roland Rhoades, Dorothy Ellicott, Tina Orr, and Jonathan Meere. Longevity Awards included from our team: Sandra McCarty in WY and Sallie Hicks in MD, both with 15 years; and Merlin Luschen of WI, Rexanna Sorg of OH, W O Davis II of MO, and Henry Carter of NC with 10 years. Congratulations all.

IMPORTANT DATES: **May 13:** June Specials began; **May 31 4PM Central:** May Order Deadline; **June 15:** July Specials begin; **June 30 4PM CST:** June & Spring Specials Order Deadline; **July 15:** August Specials begin; **July 29 4PM CST:** July Order Deadline; **Aug 15:** Sept & Holiday Specials begin.

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

FEB:	TIMOTHY KOHLS (MO) - \$5780	pa ALBERT PRESTON (NV) - \$4852
	palh JANET HILL (WA) - \$4328	z JENNIFER MOSCOSO (FL) - \$3186
	p MICHAEL IAN HILL (CA) - \$3116	p THOMAS PEPER (CA) - \$1434
	pa DOROTHY ELLICOTT (CO) - \$1152	pa NORMAN HASSETT (UT) - \$928
	c JANET OZANICH (MI) - \$857	p RON CARPENTER (CA) - \$831
	z CHRISTINE REINHART (FL) - \$802	p PATRICK MORIN (AZ) - \$752
	pal JAMES CORDELL (PA) - \$671	p JONATHAN MEERE (AZ) - \$656
	h MARK HAYNES (NV) - \$625	SANDRA PARSONS (CA) - \$584
	pal PAUL LEHMAN (CA) - \$521	c MARY JANE GORDON (FL) - \$423
	p W O DAVIS II (MO) - \$421	c MERRY GUINN (FL) - \$419
	c ANITA MEESTER (IA) - \$302	
MAR:	TIMOTHY KOHLS (MO) - \$5976	pa ALBERT PRESTON (NV) - \$5412
	palh JANET HILL (WA) - \$5311	z JENNIFER MOSCOSO (FL) - \$3885
	p MICHAEL IAN HILL (CA) - \$3034	p THOMAS PEPER (CA) - \$2618
	p JACQUELYN BROWN (OH) - \$1835	p RON CARPENTER (CA) - \$1749
	p JONATHAN MEERE (AZ) - \$1127	TINA ORR (PA) - \$1063
	h MARK HAYNES (NV) - \$958	p PATRICK MORIN (AZ) - \$933
	w WYNN DISTRIBUTING (AR) - \$696	z CHRISTINE REINHART (FL) - \$684
	pal PAUL LEHMAN (CA) - \$489	c JUSMINDA LOPEZ (NY) - \$475
	pal JAMES CORDELL (PA) - \$466	TOM DERRICK (NY) - \$410
	STEVEN KLECZEWSKI (IL) - \$388	FLOYD MARGASON III (OK) - \$362
	GREG LAMATRICE (OH) - \$355	pa DOROTHY ELLICOTT (CO) - \$347
	f ANDREA STALNECKER (PA) - \$345	p JANET PEPER (CA) - \$327
	fs ROXANNE GODAIR (TX) - \$309	c MARY JANE GORDON (FL) - \$300
APR:	TIMOTHY KOHLS (MO) - \$7097	palh JANET HILL (WA) - \$4447
	pa ALBERT PRESTON (NV) - \$3964	z JENNIFER MOSCOSO (FL) - \$3585
	p MICHAEL IAN HILL (CA) - \$3265	p JONATHAN MEERE (AZ) - \$1390
	p THOMAS PEPER (CA) - \$1018	p RON CARPENTER (CA) - \$837
	w TODD CASSIDY (MO) - \$818	h MARK HAYNES (NV) - \$784
	p PATRICK MORIN (AZ) - \$545	h RONALD BORGMAN (MO) - \$523
	c JANET OZANICH (MI) - \$485	w H C STROUD (AR) - \$460
	c MARIA BRITTIS (SC) - \$420	JULIE WISHARD (MD) - \$354
	pal PAUL LEHMAN (CA) - \$316	CHUCK COLE (CA) - \$315

Distributors Call ☎ 1-800-732-1118 for a FREE Literature Pack of current catalogs.

Congratulations to Jonathan Meere, Patrick Morin, Janet Ozanich, and Jusminda Lopez for having \$600+ in sales their first or second month.

The SPRING GIFT GUIDE is producing great sales, and is in effect March 15 - June 30. The Gift Guide features over 30 items in our product line, including the Carpet Sweeper, the Foot & Body Spa Brush, the 5 in 1 Premium Shears, the Hairbrushes and Hairbrush Cleaner Tool, which make great gifts for Mother's or Father's Day, Weddings, Graduations, Anniversaries and Birthdays.

The June and July Sales brochures include an equal amount of the **SUMMERTIME SPECIALS** flyer. This sale is in effect May 2 - July 29 (but is often extended to Aug 31). This features many of our outdoor products. I love that #5718 Counter Brush, made of beautiful solid wood and two textures of bristles, bright green and black like our Push Broom. It includes two bug sprays: Fuller Ant & Roach Spray which sprays out in a stream for ants and roaches, and the unscented Stanley Insecticide spray which is a mist for flying bugs, and replaced the Fuller Insecticide last year.



2011 MASTER CATALOG & STANLEY HOME PRODUCTS.

Our sale catalogs and now our Master Catalog [**Buy 20, get 10 Free until 5/31**] are beginning to feature the better-selling Stanley Home Products, and some of the Franklin Commercial products (a company Fuller bought). Some of the featured Stanley products include Fiesta air freshener, Automatic dishwasher detergent concentrate, silver copper and jewelry polishes, insecticide, and oven cleaner. The **PINK Sweep it Away Broom** continues at \$5 off in the centerfold @ \$21.99 through Sept 30. And again, notice all the "**Made in USA**" emblems next to most of the products. That is very important to a fast growing portion of the population today. Don't assume everything else is made in China. Tell your customers the non-slip hangers and Reversible Lint Brush are made in Canada, and the Shoehorn is made in Sweden. You can buy/sell the Stanley products mixed with a Fuller order, with your same commission with no separate registration or shipping. We have a topic on the discussion board for the products and sales options. Many products have been re-named, and a new one-page Stanley product list to give your customers is there. Some products have also been brought back.

Would you like a **BRIGHT PINK TOTE BAG** for free? Great for carrying products/catalogs and it says Fuller Brush on one side and Stanley Home Products on the other side. See your June catalog.

New products are available for a limited time at demo prices, one per distributor. If ordering on myfullerbiz, the demos are under "Business Aids", even though they count as products less your discount. If you **SHOW** these products, you'll sell them.

Remember that if you join (or recruit someone) securely online at **FullerBrushGetStarted.com**, a paper application is superfluous and goes in the round file, even if a different kit is chosen. Just get rid of the paper ones that can expose your credit card and soc sec #. Fuller Brush emails you as the sponsor, with the contact info IF your dealers join online, so just fwd that email upline for support. If you use a paper application, Fuller assumes you know who you are signing up. Thanks.

BACK TO BASICS.

Make Money Beginning on Day One.

SETTING GOALS.

"I can't make any money in this business." Yes, I will publicly admit to hearing this from distributors. Everyone should take a close look at the commission structure and **PLAN** what you are going to do for every month. A brand new distributor makes 20-24% each month, until you accumulate \$600 in personal or group volume. No, that is not much, which is why Fuller has so many other bonuses to reward anybody who starts off treating this like a business, instead of someone who only joined Fuller as a hobby.

EVERY new distributor receives from me in the US mail, a chart maximizing your profits, assuming your sponsor told me how to contact you. This is also on the bonuses page of my website. Try to reach \$600 quickly so you can earn the extra Fast Start bonuses, the free Carpet Sweeper, and the \$60 rebate (= another 10%). After the first \$600, pay attention to the Manager scale. Why order \$70 when \$75 would get you an additional 3%? Likewise \$150, \$250, \$400, and the other levels.

And minimize the S&H; you'll pay \$8 to ship a \$5 item, and \$8 for \$100 of products. Of course you can't make money placing tiny orders; that's why I wish Fuller would enforce the minimum \$35 order to make you active and qualified for downline commissions. I never order less than \$100 at a time. You should charge \$2 for local deliveries to recoup your costs. It may be worth offering free S&H if your customers come to you to pick up products. I have some customers who do that because their lives are so hectic I'd never catch up with them, and it certainly makes things easier for me. And while they

are here, I point out other products on my shelves they may want, and almost always sell more. If you recruit people, their volume can push you to higher commissions much quicker (IF you have your \$35 qualifying volume). I tried sending a customer who wanted a hairbrush to one of you. She wanted someone local so she wouldn't have to pay \$7.95 shipping on one item via fullerdirect. Well, he told her he could order it for \$8 S&H. Obviously she called me back and I mailed it for actual postage of \$2 or so. "Them that has, gets" for a reason. If you want new business, you've got to be looking for business, ordering for more than one customer.

Our DWT Training Manuals in our File Library on retailing and recruiting are a key to your success. Read them and my past newsletters for ideas that fit your game plan.

MORE BASICS - FAQ

How do I order? What is my ID#? I get a website? What website? How do I log-in to the website? My dog ate my homework Fuller information.

This is all in the Fuller Brush distributor kit, and in the welcome letter that I snail mail you with all the contact phone #s, emails, and websites that you need, as well as my email newsletters, and in our training website that we have built and pay to maintain - so you don't have to ask these questions and we don't have to answer them again. If you are asking how to log-in to your website, which website are you talking about? IF you took the time to fill out the form requesting a Fullerdirect website to be set up free for you to send customers to, then it exists and the login page simply asks you or your customer for your ID#. MyFullerBiz.com tells the login instructions on the login page, and every kit and order has an instruction sheet in there. They are also answered in my welcome letter to you.

If your MyFullerBiz website doesn't work, your account probably expired. If you join in June, your account and website expires the last day of the following June. Fuller would have mailed you about May 1 with the renewal form, which if you simply threw your mail away, is the annual registration box on any purchase order; sign and mail or fax it back to Fuller to indicate that you care. Fuller even gives you a grace period month to the end of July to place wholesale orders yourself and receive your commission check for June, but you are NOT eligible to earn fullerdirect or recruiting commissions in your grace period month.

Our training website has no login requirement, just the answers to the questions you are asking, and

navigation was recently enhanced to make it easier to find things. I don't put our training website in this public newsletter because I train MY team, not the whole company, one reason why our team has received all the advancements this century. Your sponsor should be keeping track of whether you are on track or not; I can't contact 1000 of you every month myself, and also take care of my own business. You are all adults so please use all the tools that we tell you about. Every distributor who has built this business to financial freedom has taken responsibility for themselves. So please everyone, pitch in, ask questions, answer questions, add your product testimonials and experiences on our Q&A Discussion Board. Thanks. Less than one-tenth of you have registered on there. If you do, then you also receive a weekly newsletter update, so you don't have to ask what's new. We currently have 876 posts. This is also where you would find anything that would be in a more frequent newsletter.

Here is part of one of the posts by David Thomas of TN about the Wood Furniture Revitalizing Oil, "My bedroom furniture is from the 1920's. My father refinished it about 30 years ago, and the natural finish had grown dull. A quick wipe-down with Fuller's revitalizing oil has made it look better than it ever has. The rich color of the oak is back, along with a nice sheen that really makes the wood stand out."

Newsletter monthly updates: Check back monthly at my newsletter webpage and/or our Discussion Board for updates between my quarterly newsletters. Emailing restrictions make it difficult to send out 2000 emails every month, so just check there.

EVERYBODY who I have a current email address for received an email notice of this newsletter on April 14-15. If you didn't, please check your spam folders or email me with your correct email address. Thanks.

NEW FULLER BRUSH LOGO - websites

Fuller Brush gave us a new logo for us to use on our websites, with "independent distributor" incorporated into it. All distributors have been asked to edit their personal websites using ONLY this new logo **and your name**. Complete details are in your literature packs and our Discussion Board.

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.com back-office website.