

Welcome to Fuller Brush

I hope you enjoy your association with Fuller, and that you will find the information here helpful. I welcome your comments and suggestions.



Good Luck,
and Have Fun,

M. S. Haynes

Mark Haynes
Supervising Director
Independent Distributor
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Quick Start Guide

➤ **Your website address is:**

- **fullerdirect.com/your_id_number**
- For technical issues related to your fullerdirect website, contact account administration at (800) 732-1116.

➤ **Customer Orders**

- Orders received through your website are credited to your account. You receive a commission check mailed on the 20th of each month for sales in the prior month. Your customers can also order by phone at (800) 522-0499. They must provide your ID number to the operator.

➤ **Place Your Own Orders Online at Your fullerdirect.com Website**

- See your website address above.
- Click on "Distributor Login" from the top right of the page. Sign in with your ID number, using the last four digits of your SSN as your password.
- Then click "Shopping" and "New Order."
- Note: If you can't login to your account using these instructions, contact account administration at (800) 732-1116

➔ **Mark's Online Help**

fuller-brush-help.weebly.com (bookmark this site)

➤ **Distributor Order Phone # (800) 732-1115**

➤ **Distributor Services Phone # (800) 732-1118**

➤ **Distributor Account Administration Phone # (800) 732-1116**

- Call the Sale Hotline Recording Anytime: (800) 732-1132
- Get in depth help at fb4me.yolasite.com
- Learn your product line by using Fuller Brands in your own home
- Share your catalogs & sale brochures with friends, neighbors, relatives, co-workers, church & club members
- Everyone uses the products we sell, and we have a 100+ year reputation for quality & value
- You have 6 months to qualify for the Manager Drive Bonus. See the flyer in your starter kit.

I've Joined - What Do I Do Now?

That's a good question. You've joined Fuller Brush. You've got your starter kit. Now what? Well, it all depends on what it is you want to accomplish. Do you want to buy only for yourself? Do you want to sell a few products to your friends, coworkers, and neighbors? Do you want to develop a highly profitable business and quit punching a time clock?

Regardless of what you want to do, you need to give your business manual a thorough reading, a couple of times over. This will familiarize you with our business policies and procedures. You should also read Roland's DWT training manuals. They offer a wealth of helpful advice and proven techniques.

Then, if all you want to do is buy for yourself, you need do nothing. Just call or mail in an order any time you like. No minimums. No quotas. No worries. If you go a couple or few months without placing an order and don't have the latest sale brochures, just call Fuller at 1-800-732-1118 and ask for a "Literature Pack." It's free, and includes the current sale brochures, etc.

If you want to sell Fuller Brush products, either part or full time, you'll need some business supplies, such as catalogs, sale brochures, flyers, etc. Depending on which starter kit you ordered, you may have an ample supply of these items already. If not, or when you run out, all of our business aids are listed on the insert of your distributor purchase orders.

If you want to take advantage of the Network Marketing aspect of Fuller Brush, you'll need to start talking with people about joining Fuller Brush. What do you tell them? What do you show them? Well, start by telling them why you joined. Tell them why you like Fuller's products. Tell them to call the Recruiting Hotline at 1-800-477-3855. Most importantly, don't pressure anyone. Fuller Brush does not operate that way. We don't have "opportunity meetings", we don't promise the moon and the stars, and we don't twist anyone's arm to do anything. But we do offer a legitimate chance for the average person to build a better life for themselves and their family. Yes, it takes work. But nothing in life is free. You'll never get rich following a pyramid scheme or stuffing envelopes. But if you apply yourself, and give your own business the same effort you give your employer, you could very well become financially secure in just a few years. Does your current employer offer you that chance?

If you aren't sure what to do, then just dabble with it for a while. That's what I did. Until I realized how serious this opportunity really is. Show a few catalogs. Talk to a few people. Try the products yourself. You might be very pleasantly surprised at how easy it is to get people interested in Fuller Brush's products and business opportunity. The first time my wife took a catalog to work with her, she came home with 8 orders! After that, I took my own business seriously, and after only three years, advanced to Director. You can, too!

Regardless of what you want to accomplish, it is important that you familiarize yourself with the products you are selling. Start by replacing the regular home and personal care products you normally use with Fuller Brands. You'll be impressed by their quality, and value. And after using them, you will be able to talk to others with an informed opinion as to why our products... your products... are better than what is available at the grocery and discount stores.

Finally, ask yourself this question: If I continue to do what I've always done, will it be enough? Can I quit punching a time clock anytime soon? Will I have to work until I'm 60, 65, or 70? Take charge of your life! Take charge of your future! Let Fuller Brush be your ticket to a Fuller Life! Your dreams really can come true. Yes, you will have to work for it. But if you give your Fuller business the same effort you give your employer, it will pay you many times over, and could give you and your family the financial freedom you've always dreamed about.

Fuller Phone Directory

Department

Number

Distributor Service	800-732-1118
Distributor Orders	800-732-1115
Account Administration	800-732-1116
Payment Processing	800-732-1117
Suggestion Box (Leave Message)	800-732-1122
Sales Hotline (Recording)	800-732-1132
Fax Line	800-538-3332
Fuller Direct Customer Orders	800-522-0499
Fuller Direct Customer Service	800-522-0024
Customer Information Center	800-821-7067

How Do I Make Money With Fuller Brush?

There are three ways to make money in your new Fuller Brush business. The three profit centers of Fuller Gold are: Retail, Fuller Direct, and Networking.

Retail: Earn 20 - 51% Profit Through Retailing

Few companies in America have the name recognition and product satisfaction guarantee the Fuller Brush Company has. Fuller Brush sells quality products that every home needs and wants. Even people who don't like selling are finding it easy to collect Fuller Brush orders. Independent Distributors can purchase products directly from the company at wholesale prices by mail or toll free telephone six days a week. There are no minimum or maximum quotas. Fuller has a very generous commission structure, so you can make an excellent income just retailing. However, we recommend that you take advantage of all three profit centers.

Fuller Direct: It's Your Own Mail Order Business

There are very few, if any, networking companies out there today that offer such a complete mail order program. Fuller Direct is a program designed to help the distributor who wants to build his or her business from their home. Fuller has the name recognition to get people to look at your catalog and order from it. And, they deal directly with The Fuller Brush Company. You place your ID number on the catalogs and your customer orders direct from Fuller by mail or toll free telephone. Fuller ships the products directly to your customer, and credits you with the retail profit. (Checks are mailed out monthly.) Fuller provides full color catalogs and monthly sales brochures at nominal cost to you (see your monthly purchase order for current prices and specials). Same commission as regular retail sales. A terrific way to make extra money.

Network Marketing: Sharing An Opportunity

If you help enough people get what they want, you will get what you want at the same time. Networking is simply word of mouth advertising. If you recruit other distributors for the company, Fuller will pay you, based on their personal volume, and their distributors' volume, as long as you are an

active distributor yourself (personal volume of at least \$35 monthly). If you sponsor three people who do the same, by the fourth level, you will have 120 distributors on whom you will receive a commission, based on their total sales. Their volume will also push you to a higher commission level on your own sales. If you have built your business to the 44% level, and you have a distributor at the 24% level, you earn 20% commission on all his or her sales. Networking duplicates your time and money.

How Do I Charge My Customers For Shipping / Handling & Sales Tax

Shipping

Shipping costs will eat into your profit margin if you don't pass them on to your customers. Problem is, when you sell locally, folks won't be willing to cough up too much for shipping, since they are not ordering by mail, but through you. So it is important that you combine orders whenever possible.

If you place an order for only one person, you'll likely not get away with passing the entire shipping cost to your customer, and expect them to come back with a repeat order.

But if you place an order for five people, you can charge each of them a modest amount to cover your shipping costs.

You're going to have to decide what works best for you. What many distributors do is simply charge a small flat per person per order, while explaining that it is far less than the standard shipping charge had they ordered from Fuller Direct. (Be sure to point this out, because if you give your customers a break on s/h charges, they may be more likely to come back with more orders, knowing they are getting a good deal.)

Depending on the size of your order, and how many people it is for, and how much you charge each of them, you may have to absorb some of the shipping costs yourself, but that's part of the cost of doing business. Then again, if you order for 5 people and charge each of them \$2, you've covered all your costs and then some.

There is no hard and fast rule. It's your business. Charge what you want to, but not so much as to discourage repeat business.

Sales Tax

Fuller charges you sales tax, so you need to collect sales tax from your customers to recoup what you've paid Fuller and stay legal. They then forward the tax to all the states so that you do not need to register with the state to collect sales tax.

Fuller Direct

Fuller Direct may be the best deal Fuller Brush offers. Fuller Direct is your own Mail Order business. It is a Mail / Telephone ordering service your customers can use, while you get credit for the sale. Not only can you service out of town friends and family by simply mailing them a catalog, you can market your own business nationally! You can place magazine and newspaper ads, to find people interested in a Fuller Brush catalog. You mail them a catalog, and then sit on the couch.

Here's how it works: You place your ID number on the catalogs you mail out, and include a Fuller Direct order form. The order form is sent in by your customer DIRECT to Fuller Brush. Fuller fills the order DIRECTLY, and handles all payment, shipping, even returns, refunds and exchanges if necessary. At the end of each month, your commission on your mail order sales is computed, and you are sent a check for your profit. Along with your check, you will receive a report showing the names, addresses and phone numbers of your mail order customers, along with the amount they spent on retail products. This makes it easy to follow up with more sale brochures in the future.

By the way, once a customer has ordered from Fuller Brush using Fuller Direct, any future orders they place will be credited to your account! Now that's a deal.

Please note: Fuller Direct Telephone / Mail Order service is limited to use by customers in the 48 contiguous United States.

fullerdirect.com

fullerdirect.com is the online cousin of Fuller Direct Mail / Telephone service discussed above.

Here's how it works. Your customers go to your fullerdirect.com web site. (See the Quick Start Guide on page 2 of this document.) Then, when they make a purchase, your account is credited for the sale, and you receive your regular Fuller Gold commissions on every sale. You'll receive a check the following month for any commissions earned in the current month.

Sponsoring Help

Online Signups

New, with the website revision of 2015, is the ability to have your distributor prospects join right on your own fullerdirect.com site! Have them click on "Join the Family." Note that this will allow people to join and order a starter kit, but it's still up to you to explain the biz opp and get them interested in joining.

Opportunity Presentation Guide

A simple guide for presenting the Fuller Brush business opportunity. Presents a brief summation of features and benefits of becoming a Fuller Brush Independent Distributor. All packed in a 9" x 12" white envelope. Order item #R224.

Miscellaneous, But Important Notes

Sale PERIOD versus Sale PRICING dates

Each monthly sale PERIOD begins on the 1st day of the month, and ends on the last day of the month. The exception is when the last day of the month falls on a weekend or holiday, in which case, the end date moves to the previous business day (generally the last Friday in the month). Any orders generated or received over the weekend will apply to the following monthly sale period.

Monthly sale PRICING begins on the 15th of the previous month. In other words, November pricing begins on October 15th. Same exception as above. If the 15th falls on a weekend or holiday, the sale pricing start date moves to the previous business day.

Sale BROCHURES are available well in advance, and are generally ready for order the last week of the month before the sale begins. For example, because November sale pricing starts in mid-October, the brochures are available the last week of September.

Been Awhile Since You Ordered?

If you haven't ordered for a while, then you don't have the most recent sale brochures, etc. No problem! Call Customer Service at (800) 732-1118 and ask for a Literature Pack. It's free!

Turn Your Home Into a Fuller Home!

If you want to know what you're selling, and be able to make informed recommendations and give honest, first person product testimonials, be sure to use Fuller products in your own home. A great way to do this is to order the new product demos as they become available, and replace all of the products you normally use (detergent, hand lotion, kitchen and bath products, etc.) with Fuller Brands. How you can sell it, if you don't use it, is a mystery to me.

Are You Getting All You're Due?

Fuller has no quotas, no mandatory orders, almost no requirements of any kind. But if you have a downline, you get paid override commissions ONLY if your OWN account is active (\$35 in personal volume, ordered by you, or Fuller Direct to your customers). Any month that your downline is active, and you are not, you get no overrides.

If you're going to recruit and sponsor other dealers, you MUST keep your own account active, every month, in order to get paid override commissions.

Roland's DWT Training Manuals and Newsletters

Our division director, Roland Rhoades, shares his considerable experience and knowledge in a series of training manuals and other content that can help you succeed.

You'll find links to Roland's materials in the "File Library" at my online support site (see the quick start guide on pg. 2).

The Fuller Brush DownEast Winning Team is You and Us Together.

"Winning Team" because that is what we are. "DownEast" because everything in Maine is called DownEast. It was started by Roland Rhoades in Maine in 1992 and very quickly expanded nationwide Maine to Hawaii and Florida to Alaska. It now consists of many Director groups, all spread out nationwide.