

THE CUSTOMER

Because the Customer has a Need,
We have a job to do.

Because the Customer has a Choice,
We must be the Better Choice.

Because the Customer has sensibilities,
We must be Considerate.

Because the Customer has an urgency,
We must be quick.

Because the Customer is unique,
We must be flexible.

Because the Customer has high expectations,
We must Excel.

Because the Customer has influence,
We have the hope of more customers.

Because of the Customer,
We Exist.

ATTITUDE

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company....a church....a home.

The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past...we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude. I am convinced that life is 10 percent what happens to me and 90 percent how I react to it. And so it is with you....we are in charge of our Attitudes."

- Charles Swindoll

THE SENSE OF A GOOSE

Next fall, when you see geese heading south for the winter, flying along in "V" formation, you might consider what science has discovered as to why they fly that way. As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in "V" formation, the whole flock adds at least 71 percent greater flying range than if each bird flew on its own.

People who share a common direction and sense of community can get where they are going more quickly and easily, because they are traveling on the thrust of one another.

When a goose falls out of formation, it suddenly feels the drag and resistance of trying to fly alone and quickly gets back into formation to take advantage of the lifting power of the bird in front.

If we have as much sense as a goose, we will stay in formation with those people who are headed where we want to go, be willing to accept their help, and to give our help to others.

When the lead goose gets tired, it rotates back into formation, and another goose flies point.

It is sensible to take turns doing demanding jobs, and sharing leadership; with people, as with geese, we are interdependent of each other.

Geese honk from behind to encourage those up front to keep up their speed, and to announce that they are following and all is well.

What messages do we give when we honk from behind?

Finally, when a goose gets sick or is wounded, and falls out of formation, two other geese follow it down to lend help and protection.

They stay with the fallen goose until it is able to fly or until it dies; only then do they launch out on their own, or with another formation to catch up with their group.

If we have the sense of a goose, we too will stand by each other in difficult times as well as when we are strong. Working together makes accomplishments easier.

THE OPTIMIST CREED

Promise Yourself -

To be so strong that nothing can disturb your peace of mind.

To talk health, happiness, and prosperity to every person you meet.

To make all your friends feel that there is something special in them.

To look at the sunny side of everything and make your optimism come true.

To think only of the best, to work only for the best, and expect only the best.

To be just as enthusiastic about the success of others as you are about your own.

To forget the mistakes of the past and press on to the greater achievements of the future.

To wear a cheerful countenance at all times and give a smile to every living creature you meet.

To give so much time to the improvement of yourself that you have no time to criticize others.

To be too large for worry, too noble for anger, too strong for fear, and too happy to permit the presence of trouble.

With Fuller Brush, My Future's so Bright, I Gotta Wear Shades!

DON'T LET ANYBODY STEAL YOUR DREAM!

THE TEN COMMANDMENTS OF SUCCESS

1. WORK HARD. Hard work is the best investment a person can make.
2. STUDY HARD. Knowledge enables a person to work more intelligently and effectively.
3. HAVE INITIATIVE. Ruts often deepen into graves.
4. LOVE YOUR WORK. Then you will find pleasure in mastering it.
5. BE EXACT. Slipshod methods bring slipshod results.
6. HAVE THE SPIRIT OF CONQUEST. Then you can successfully battle and overcome difficulties.
7. CULTIVATE PERSONALITY. Personality is to a person what perfume is to the flower.
8. HELP AND SHARE WITH OTHERS. The real test of business greatness lies in giving opportunity to others.
9. BE DEMOCRATIC. Unless you feel right towards your fellow associates, you can never be a successful leader.
10. IN ALL THINGS DO YOUR BEST. The person who has done their best has done everything. The person who has done less than their best has done nothing.

LIVE WELL - LAUGH OFTEN - LOVE MUCH.

**GAIN THE RESPECT OF INTELLIGENT WOMEN AND MEN AND
THE LOVE OF CHILDREN.**

APPRECIATE THE EARTH'S BEAUTY AND EXPRESS IT.

**FOLLOW YOUR DREAMS AND PURSUE EXCELLENCE IN EACH
TASK.**

**BRING OUT THE BEST IN OTHERS.
GIVE ONLY THE BEST OF YOURSELF.**

LEADERSHIP

Leadership is an invisible strand as mysterious as it is powerful. It pulls and it bonds. It is a catalyst that creates unity out of disorder. Yet, it defies definition. No combination of talents can guarantee it. No process or training can create it where the spark does not exist.

The qualities of leadership are universal: they are found in the poor and the rich, the humble and the proud, the common man and the brilliant thinker; they are qualities that suggest paradox rather than pattern. But wherever they are found, leadership makes things happen.

The most precious and intangible quality of leadership is trust - the confidence that the one who leads will act in the best interest of those who follow - the assurance that s/he will serve the group without sacrificing the rights of the individual.

Leadership's imperative is a "sense of rightness" - knowing when to advance and when to pause, when to criticize and when to praise, how to encourage others to excel. From the leader's reserve of energy and optimism, his followers draw strength. In his determination and self-confidence, they find inspiration.

In its highest sense, leadership is integrity. This command by conscience asserts itself more by commitment and example than by directive. Integrity recognizes external obligations, but it needs the quiet voice within, rather than the clamor without.

I THINK I AM

The Fuller Brush I think. I think I am.

Distributor: Therefore I am, I think.

Your boss: Of course you are,
my bright little star.
I've miles and miles
of files, pretty files
of your forefathers' fruit,
and now to suit
our great computers,
You're magnetic ink.

The Fuller Brush No. I'm more than that,

Distributor: I know I am,
or at least,
I think I must be.

Your Fuller Brush There you go, Man.

Upline: Keep as cool as you can.
Face piles
of trials
with smiles.
It riles them to believe
that you perceive
the web they weave,
and keep on thinking free.

THE FULLER BRUSH DOWNEAST WINNING TEAM

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