

Scent-Sations, Inc. Candle of the Month Newsletter

MIA BELLA NEWS

August 2012 Volume 10, Issue 8

This Month's Autoship: Sweet Orange & Chili Pepper



Sweet Orange & Chili Pepper: A zingy, zesty, orange-eeee smell that you will never forget! It rose to the top as one of our most popular fragrances immediately! Get one today and see for yourself!

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Happy 10th Anniversary



Here's to our 10 year celebration! Forging forward with new products and new tools to use in the business.

Darren Sanford

My 10 Years+ With Mia Bella's!

I started in Mia Bella when all we had was one 14 oz. jar candle that we retailed only. Then Scent-Sations was launched I believe will be 10 years this coming September. Back in those days, things were a little different than they are now.

I visited the Entrepreneur Finance Chat room and other chat rooms online where people were interested in a home business. We discussed our businesses, I built many relationships with lots of people and they joined as a distributor without even smelling our candles.

Those that weren't interested in working a home business they sent me referrals from their family, friends and church people from other states and I signed them up. I also did a lot of advertising in my local papers and any papers in other states. I have found that Craig's List is a good one to advertise in since it lists lots of states to advertise in.

I did craft shows, attended flea markets, handed out our votives and business cards to everyone I talked to and asked them to pass those onto others. I even sent emails to

people from other states from the "spam mail" I got in my spam folders.....and I signed up a few of those.

Things to Do: Hand out samples, i.e., votives or crushed up votives in a small plastic bag for people to smell....mail them out. Don't be afraid to get out of your comfort zone, just go do it. I know you're probably thinking this is easy to say, but hard to do. Nothing is impossible if you want it bad enough. When I go shopping I find the candle spot where they display their candles and always have catalogs, business cards, a couple jar candles and votives in my large candle bag. I stand in that spot just supposedly browsing waiting for people to come looking and smelling the cheap candles. Then I let them smell one of ours, give them a catalog and business card and get their information so I can followup with them.

I signed up lots of distributors working my business in this way back then. It is no different now. To get the out of state people, find some out of state papers to advertise in and try the Craig's List.

Lucille Boling – Mississippi

Fling Was Amazing!

Rookie of the Year: Kim Day



Rookie of the Year: Lila Lins



Team Player: Susan Graves



Top Retailer: Maxine Quesseth



Leadership: Tamara Keller



Distributor of the Year: Ashley Davis



Big 11 Award: Shep and Jan Kuester



“My sponsor and I called our upline and told her that three of her team were at Fling and she should have been there with us! She agreed and has committed to come to fling with us next year.”

Diane Mann

“I want to THANK YOU for all your hard work you put into having a great event this year! I am very excited for the new vendor program and new bonus!!”

Jayson Waits

“As usual, we are excited and recharged and ready to go since fling..... We are so excited about the flat rate shipping for online orders, the Vendor Program, the new signature scents (we think they will be great for a fundraiser!), the Specials and all the other great information we received at Fling. We talked our entire trip home about fling, what we are going to do and who we are going to talk to.

Since we've been home, we planned our team meeting for Aug. 8th to let our local team know all the wonderful news from fling. We sent out information to some contacts about the vendor program. We printed the Vendor Program information and put it into a binder (in color) for a nice presentation. We have several contacts we will be visiting this coming week/weekend and hope to get them on board.

Every year we get totally recharged at Fling. It's so wonderful to visit with you, Bobby, Lynn, Carmen, Cheryl and everyone there! Since summer is a bit slow, with vacations and such, the Fling comes at the perfect time to get motivated for the upcoming “Candle Season”.

We want to THANK ALL of you for the time and effort it takes to put these flings together. It is a LOT of WORK! We truly appreciate all you do for us and look forward to seeing you all again soon!”

Donna & Ron King

“I have been with Scent Satations since March 2007 and have not missed a Fling yet! I find it SO crucial to my mindset to be able to recharge and reconnect with my MB family (and the party time isn't so bad either). This year, we had almost considered not going as we were going through some renovations on our house and money was a little "tight"...but we came anyway and boy am I glad we did!

I met many NEW distributors who have quickly become friends and the experience is something that just can't be described in words - you truly HAVE to experience a corporate event to truly understand just how important they are. Getting to see all the new products (WHICH ROCK) firsthand was amazing and the excitement from Fling just spills over into your lifestyle. Listening to everyone's stories is inspiring and helps to seat the belief that you CAN do anything you set your mind to.

I will be the first to admit that I have not been as "serious" about this as a business as I should have been, but that is about to change. Apparently, I've put a BUNCH of stuff out there in the Universe...now time to get busy and make it all happen!

I cannot understand how someone who is serious about making this their "business and lifestyle" cannot be at Fling (or another regional event). Just like anything important, you have to plan for it, budget for it and JUST DO IT!

As a side note - we had a BBQ the Saturday when we got home from fling - I sold 3 of the NEW signature candles in 5 minutes.....can't wait to see them on my tables at the upcoming festivals on my new retail racks!

I am so excited about all the changes and watch out world - here I come!!!!!"

Kathy Lerchenmueller - Saugerties, NY

"I am JUST NOW getting time to sit down and process all that Convention 2012 brought to me and our team! What a fantastic experience this year was. As a team leader I got to introduce the team to you the owners, give them the factory tour and get them connected with other leaders. I was given this gift to connect and learn my very first year and I remember how powerful it was for me to experience this, so it was a true gift for me to offer it to my team this year! It was PRICELESS to see them visualize THEIR OWN WHY, experiencing the true foundation that we have and to enjoy the training, connection and learning that always happens. It was such a great feeling to see them get excited to build their own teams!

I want to THANK YOU for always putting us first and creating such a solid foundation and path for all of us to succeed. I can't imagine being anywhere else! What you implemented this year is a game changer and it will be exciting to see so many find success and financial freedom this coming year!

Hats off to you, Cheryl for organizing another fantastic event. You truly are the best at what you do and I am honored to enjoy another year! You did a great job as always!"

Cheryl Hill, Montana

2012 Fling Got Me Excited!

This was my first fling and guess what? "I GOT EXCITED!"

When we left the fling we went to SC to visit with family. I want you to know that every stop we made I made a contact. I sent videos, left a catalog, and/or my card. It was hard to qualify them if they were busy so then I would just ask if they burned candles and gave 10 second testimonial about our candles and left them with information.

The one thing I want to point out is, even in Wilkes Barre people haven't heard of our candles. We are on the way home. Last night when we stopped at a restaurant in Wilkes Barre, I wasn't going to say anything figuring everyone there knew about Mia Bella. As I waited for the check I was looking through one of our catalogs. When the waitress came to our table I asked her if she burned candles and she said she did, she loved them. I then asked her if she had ever heard of Mia Bella Candles. She said no and when she did I told her they were made here and showed her the catalog. She was very surprised and wanted to know where. I gave her the catalog and my card, got her name and telephone number to follow up with her.

We didn't have time to talk as there was a line waiting to be seated. No's can't hurt me or my business but not talking to people will. If someone is breathing I will give them the opportunity to know about us. Oh, and even in SC I went to a couple of small businesses to give offer what we have.

Thank everyone at Scent-Sations for a great time.

Linda Morrison

My Edited Fling Speech - "It's Not About Me!"

I want to say how thrilled we were to be at our 5th Fling... Gerald and I started this journey together in December of 2006. We saw a tiny ad in a local paper, we called and asked a few questions and it was love at first sniff...

This is a version of my speech from Fling... please enjoy!

"Charlie gave me 20 minutes and I have a lot to cover and I love to talk...By the way, I don't know who knows this but Gerald and I met through a dating service and at the end of our 3 hour conversation I said I better go I will talk your ear off....he said," I could listen to you talk forever"....I said to Gerald "Do you still feel that way?" and we had a good laugh. With that being said let's get started....

Gerald and I work all aspects of the business but my favorite part is helping people... which got me thinking a lot about what I was going to say today.

I am going to touch on an important element to building your Scent Sations business and this comes from a class we participated in at church over the spring and summer called, "ITS NOT ABOUT ME". Focusing on how we can help others unselfishly in our community....This is a great system to work into your everyday activities and practice each day.

Before I get into the point of the class I am going to read one of my favorite quotes by, Dave Carnegie:

"You can make more friends in two months by becoming interested in other people, than you can in two years by trying to get others interested in you."

This business is not about YOU, but about those you can help. And by helping other achieve their goals your rewards are going to come back to you tenfold and you are going to achieve your own goals in the process.

Remember a few years ago we had a speaker that said wake up and say “Good Morning Gorgeous”...now I say that and add, and “Who can I Help Today?”

This is an excerpt from our class:

Even the smallest acts of kindness can make a big difference. Yet we rarely see or do act of kindness in our everyday life. Why is that? Many times we are preoccupied with our own schedule and needs. (TRUE?) Other times we feel inadequate or unsure how to help. But most often, we’re simply not paying attention to the needs of others around us. The “Not about Me” project was created to motivate, empower and inspire people to notice the needs around them and help out in a way that’s simple, fun and creative.

WOW...I think that is what our business is (don’t you?): SIMPLE, FUN and we can be ever so creative with what have been given to work with.

We have been given a great opportunity with Scent-Sations...they have given us all of these wonderful products and tools....all we have to do is unlock the door to our future. So I have a key for everyone to carry with them as a reminder. Pick any key; put it on your key ring. And like us each key is different. We all have different goals we want to accomplish. When you get discouraged or think “I can’t talk to one more person” get your key out and focus on what the future holds for us all, or when you come across it on your ring you are going to be reminded why you have it. Because even though it is not about you....the future is yours to take hold of.

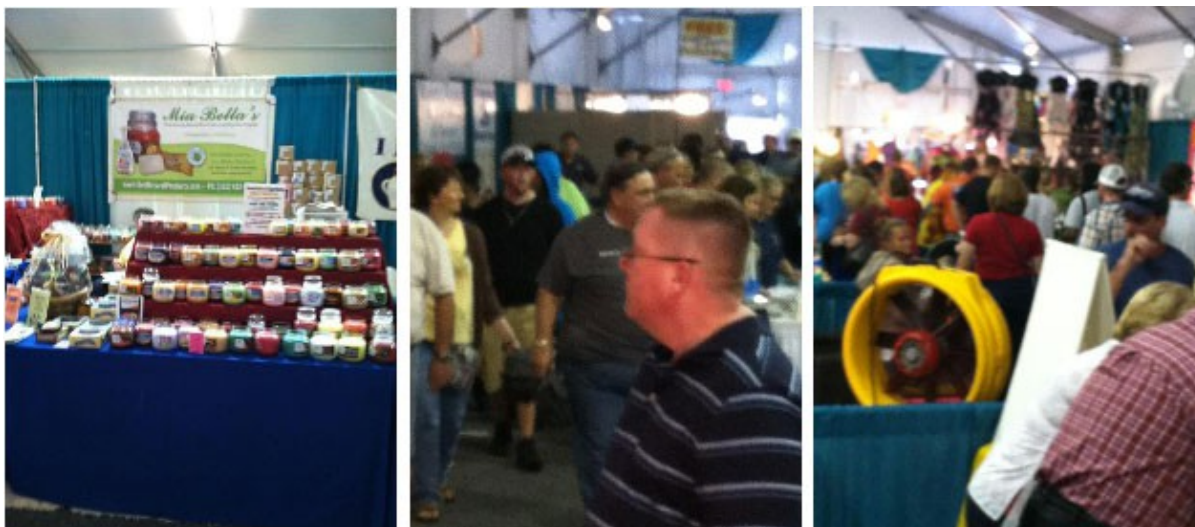
Those of here at this year’s Fling are the new leadership team. I believe that. Do you think that too?

I have one statement that I want you to take with you today...”In order to experience the miraculous you have to overcome the impossible”.

Thank you, and God Bless.

Jennie Horn

2012 Delaware State Fair A Big Hit!



This year I shared the booth with team members, Penny Scott and her mother Martha Rayne. We were not sure what to expect this year at the Delaware State Fair as they closed down the area we had been in for the past 5 years and our regular customers knew where to find us. Our booth was cut in half and our booth price doubled. On the upside we had air condition for the first time.

Our hours were scheduled to be from 11:00 a.m. to 10:00 p.m. but we had several coming in before the shows saying they didn't want to take their purchases in the grandstands. We have big names at our fair and they draw huge audiences. I went to the concessions manager and asked if we could stay open until 11:00 p.m. and she polled other vendors and everyone agreed we were missing sales by being closed when the shows got over so our hours went to 11:00 p.m.

With all of this said we were pleasantly surprised with the end results. We had much more foot traffic and were quite busy. We ended up more than doubling our sales from last year and set a record for our sales. Two of our newest candles, Orange Dreamsicles and Ocean Mist were big hits.

Of course we made up baskets for drawings and we received several leads too! Our total leads were 172. Some didn't check that they were interested in anything and that is okay. We still made notes of what they purchased on their drawing slips and we can do follow up calls to see if they need more products. For the ones that did request information, we had 17 interested in the Business Opportunity, 28 interested in Fundraisers and 19 that want to have home parties. As I always say a show is never finished when you pack everything up and move out. What happens after the show is just as important and that is why I strongly believe in having visible drawings at your table to get those leads and keep your show open.

The sign in the middle of the jar candles was a big attention getter. It is our Help Wanted sign. Also, I have included the pictures taken from our booth of the crowd of people coming through the tent we were in.

Jeanie Morgan

Scent-Sations Gives Hope!

I was in Scent Sations for a couple of years and met all of you at Spring Fling in 2008. Afterwards, I began having some health issues and eventually had to drop out of the business due to a heart condition that lead to 2 heart attacks.

In late January of 2012 I was also diagnosed with the most aggressive (and fastest growing) form of breast cancer. I received my surgery in early February and have recently finished chemo treatments. Although my risk of this type of cancer is approx. 50% or greater (it is listed as triple negative so it's unpredictable) I am currently in 100% remission!

I was missing the candle business so much that I decided once my treatments were over and I was back on my feet I wanted to get back into the business even if I had to do just online sales for a while. When I went to check out the site, which is totally different than when I was active before,

I was so moved to see the Hope candle promotion on the site. THIS will be my first focus in my promotions! While it didn't surprise me that this company would do such an awesome thing, I was deeply touched and extremely excited to now be able to do something personally for this cause rather than just "being" the cause.

I just wanted to thank you from the bottom of my heart on behalf of myself and all others who have been stricken with this battle for your kind hearts and endless efforts. The name of the candle is so perfect because I am living proof that there is ALWAYS hope and the most important thing for any of us is to never, ever give up the fight! Thanks again for such wonderful and kind hearts and I am not only looking forward to my relationship with this company but I am also very honored to be able to say that once again I AM A PART OF IT!

Bonnie Ramsey

Mia Bella's Will Change My Life

I am a stay-at-home mom of 2 children, a 3 year old daughter and 7 month old son, who recently made a decision that I believe will change my life forever! I joined Mia Bella!

Let me explain: I don't necessarily believe in "coincidences" so the path to where I am today was laid about 6 years ago when my Dad, who was analyzing business opportunities he was introduced to, gave me an envelope containing information about a company called Mia Bella. I read the information but at the time was not ready to get involved in the business, although I really loved what I read.

Fast forward to a year ago when I saw information about a company called Mia Bella and "liked" the Facebook page belonging to a lady by the name of Ashley. I greatly contemplated joining but shortly after "liking" her page, found I was pregnant with my

son, so filed that away for the future.

This July, at the Calgary Stampede, as I was walking with my Dad through a building containing several business booths, I spotted a booth with candles and called out to him to follow me, as I thought I would check it out. Seconds after stopping at the booth and beginning to smell the different scents on display, a very friendly lady walked up and we struck up a conversation. She explained about the company, Mia Bella, and the products, without any pressure, and within 5 minutes of hearing what she had to say, I made a decision to become a distributor!

The lady, whose name was Ashley, turned out to be the same lady whose Facebook page I had "liked" a year prior! Ashley met with me prior to heading off for the company Summer Fling and left me with a couple of catalogs until I got my starter pack. Within 24 hours of showing a catalog, I received 2 orders and had a third person show interest in becoming a distributor! By the way, I came across an envelope yesterday among my Dad's files of previous opportunities he had analyzed, that we were sorting through, and guess what I found? The same envelope he had given me 6 years ago containing information about Mia Bella! All coincidences? I think not, as there are just too many "coincidences" surrounding me and this business opportunity!! I truly believe things happen for a reason and I couldn't be happier that my path led me to where I am today! I don't call anything a coincidence, I call it finding the right company at the right time in my life! I look forward to meeting new people and becoming successful with Mia Bella!!

Kayle Monnery

The Bella-Flora Candles are Big Hit



My customer went nuts when she saw and smelled the candle. She bought one on the spot from night before last. It was supposed to be a birthday present for her friend. Then I got an email from her and she wants another one, because she couldn't resist it and burned the first one for herself. Got another convert!

Frances Avery

Hometown Heroes

Major Robert Crutchfield



My father, Major Robert Crutchfield, an RN that has been deployed more than once and has been in the military for 20 years and on the verge of retirement.

Okay now let me tell you about this man and why he will always be my hero! I am his daughter, I am 23 years old, I have always been taken amazing care of by my father, my mother wasn't always there for me and if it wasn't for him I would be a messed up girl. I found out I was pregnant in 2010 I brought my son into this world in 2011 without a father, without a stable home and me without a job.

My father changed all of that and moved us in with him and took on my son as his own, never made me work just paid for what ever was needed and made my little boy a stable home to be in. Due to the events of having to help raise my son and pay for my bills as well, my father was running low on funds, he heard of the deployment to Afghanistan coming up in December 2011 and the main thought was that he could make enough by getting deployed to keep being able to funding us.

Robert, as I said earlier, is on the verge of retirement, he is turning 50 this August and is in the middle of no where running from bombs, wearing vests and gear in 130°f heat, being able to eat next to nothing and living in a 6x6 room. Why? Because of his family, in order to protect us and provide for us, he is risking his life everyday to insure the quality of lifestyle we live is the best there is. I love that man more than anyone in the world and if it wasn't for people like him going above and beyond then people like me would be jobless, homeless, beaten and starved, with kids on our hips having to endure the same things.

Please take time everyday to remember all of the wonderful soldiers risking their lives but my personal hero is Major Robert W. Crutchfield from Sallisaw, Oklahoma! Thank you for reading our story!

PFC Shane Pease



PFC Shane Pease is in the Army and has been deployed to Afghanistan to serve his country. He is a kind-hearted person and is always looking to help others. This has not stopped while he has been deployed. The base had computers for the soldiers to send and receive messages but no way to see your loved ones up close (no headsets or web cameras).

So, Shane posted a Facebook message to try to get donations. This worked he was able to get 10 of each. He said he wanted to help keep the moral of the soldiers on a high and this would help. Even with his life on the line he thinks of others first!

Congratulations to this Month's Rank Advancements

Cynthia Duncanson – Diamond+ Distributor
Darlene Dosch – Diamond+ Distributor
Wanda Rosa – Diamond+ Distributor

Christian Bloomberg – Diamond Distributor
Darryl Ekberg – Diamond Distributor
Tyrone Damm – Diamond Distributor
Nelson Rosse – Diamond Distributor

Top Sponsoring Distributors for July



Ashley Davis

A Silver Circle signifies that a distributor has recruited at least 3 autoship members in the previous month.



Christina Henarie
Yamira Medina

A Bronze Circle signifies that a distributor has recruited at least 2 autoship members in the previous month.

July 2012: Top 10 Retailers

1. Bryan Johnson, FL
2. Maxine Queseth, AB CAN
3. Kristi Rizo, TX
4. Cynthia Phillips, ON CAN
5. Jodie Tremblay, AB CAN

6. Eric Kroetch, AB CAN
7. Lois R Raymond, NY
8. Ralph Laiuvara, PA
9. Stacey Pfohl, TX
10. Emily Quirindongo, PR

Top 15 Selling Candles in August 2011

1. Sweet Orange & Chili Pepper
2. Sierra Woods
3. Citrus & Sage
4. Hot Apple Pie
5. Chili Vanilli
6. Witches Brew
7. Harvest Time
8. French Vanilla

9. Creme Brulee
10. Sex on the Beach
11. Apple Cinnamon
12. Pumpkin Spice
13. Pumpkin Cheesecake
14. Angel Wings
15. Mulberry Spice

Next Month's Autoship



Upcoming Autoship Scents

October - Home for Christmas

December - Hot Apple Pie

November - Candy Cane