

# MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



August 2016

Volume 16, Issue 8

## This Month's Autoship: Harvest Time

## Table of Contents



**Harvest Time:** Experience this comforting fragrance combination of warm apples and spices reminiscent of a crisp autumn day.

- [p.02 Distributor Spotlight: Angie Springer](#)
- [p.03 Scent-Sations Will Pay You For International Sales!](#)
- [p.04 Equestrian Group of 3 does \\$400+ Fundraiser](#)
- [p.04 SOAR Candles Help Penn Forest Project](#)
- [p.05 New Candle Holders are a Big Hit!](#)
- [p.06 Rockin and Rollin at the Dan Emmett Music Festival](#)
- [p.06 Lee Chauvette Story](#)
- [p.07 Mia Bella's Products "In Front of the Lens!"](#)
- [p.07 Marcella Boers is Preparing to Take Mia Bella's to College](#)
- [p.08 Personalized Label for 50th Anniversary](#)
- [p.09 Calming Waters is Latest in Free Spirit Candle Line](#)
- [p.10 I LOVE Easy Money!!!!](#)
- [p.10 You Never Know Where Your Next Customer Will Come From](#)
- [p.11 Fall Is Coming and That Means Pumpkin Scents!!!!](#)
- [p.11 Personal Volume Club for July](#)
- [p.12 The Gold Club](#)
- [p.13 Top Sponsoring Distributors for July](#)
- [p.13 July 2016: Top 10 Retailers](#)
- [p.13 July 2016: Top 10 Personal Volume](#)
- [p.14 Top 15 Selling Candles in September 2015](#)
- [p.14 Next Month's Autoship](#)

## Distributor Spotlight: Angie Springer

My name is Angie Springer. I have been with Scent-Sations Inc since August of 2015. So it's been a year already! Wow!! It doesn't seem that long ago when I received an invite to become a part of the Mia Bella family!!!!

Alison Boers invited me to her house to show me about the business. I was still a little unsure because I didn't believe a candle could really burn so clean. So Alison sent me home with some reading material and a candle. She said light and enjoy our wonderful pumpkin cheesecake candle.

So I did and was amazed at the quality of this product!!!! I was sold, hook line and sinker... yup... the wonderful fragrance and it's clean burning properties sold me and I knew that this was a product I could sell and do it with confidence!

I have had a lot of excellent mentors like Alison. I watched what Robert said and saw his enthusiasm for the candles and the business. I also tried a few of my own ideas...some were good and some flopped. The one thing I stayed solid all the way with was sticking our candles and melts under people's noses and they bought..... most of the time to be honest.

I started selling the product to help supplement my income because I had lost out on six months of income from my regular job taking care of my son after his transplant in 2014. I was simply looking for something I could earn money but not have to have a ridged second job work schedule. I couldn't work full time at two jobs, and be able to care of my son. Mia Bella was the answer.

I did my first fundraiser for the local high school guard team to help the guard members offset the expenses for them to participate in a wonderful sport that was growing awesome all the time. We did a full catalog fundraiser because the guard team was smaller and we were heading into the Christmas season! Opportunity for higher sales!!!! It was almost a complete success. I say almost, because some of the team didn't participate but, the ones that did either paid for or almost paid for their fees for that season.

Because I was able to get the guard fundraiser off the ground, I landed the fundraiser spot for this spring with the band boosters. The band is larger so we are doing the customized label. My first one of those. I am excited and hoping the band will be a little more dedicated to raising funds.

I have tried to get some of our local realtors to purchase the customized business label candles for their house closings. I didn't think I would be able to get any realtor to buy our product. At this point I have two realtors that are very interested in not only our customized label candles, but also putting together a little bag with our foaming hand soap and a Bella bar for a house warming gift at their closings!!!!

Also in the wings, I have a lab technician that is resigning from her position because of the cost of daycare. BOOM! Yet another opportunity to share the business with someone

else so they can supplement their income that would have been lost without this opportunity! She has a very, very active four year old boy, in which I replied, have him help put things together and help hand them out. Who can resist getting a little gift from a cute little boy?!

I just this past week, set up my Facebook business page. I found that short, to the point videos are huge. I have had over 38,000 views of my FB page in a week and a half !!!!! That's totally AWESOME!!!! I have had contact with a person in Washington and one in Tennessee. So it boils down to this.

Find out what your story is, tell it. Always have your samples with you, let them smell it!

Do both of these and you will... sell it!!!

Great product, great support, great people, all of this equals.... great success!

I am so thankful for the opportunities that Scent-Sations allows me! So go out, step out, talk to people.....you never know where that lead may go.

## **Scent-Sations Will Pay You For International Sales!**

**From VP Charlie Umphred:** "I was talking to an old network marketing professional who I have known for almost 2 1/2 decades about the Then and Now of our industry. There have been changes due mostly to the internet.

One area that has significantly changed is the retail store mindset. In our days no MLM would ever sell its wares in a store, but today even some of the billion dollar giants are now positioning in stores.

The reason is because of the internet the industry has had to develop new ideas in order to grow and because so many people are now working in multiple MLM programs instead of one, there is more need to get the message of their products into the mainstream with or without the help of the field.

We have been seeing success in both national and international vendor/retail selling and in several countries we are only doing it through retail vendors. That is because establishing an MLM over seas costs considerable amount of money.

If you have contacts or know others with contacts in any country and you wish to explain the Mia Bellas international marketing program, feel free to get Bob Scocozzo on the phone with your contacts. Remember, you get paid every time the international vendors place orders and these orders are typically in the thousands of dollars."

## **Equestrian Group of 3 does \$400+ Fundraiser**

I was approached by a friend of mine to do a fundraiser for her. She is in charge of an Equestrian group that her daughter is a part of. We met and we decided to offer 15 scents. I did choose scents that were available in the 16 oz, 9 oz and melts, just to make it easier on the group.

There were only 5 kids in the group, so I made up 5 containers with labeled samples for them to have so people could sample the scents. They got started late April, early May. They were supposed to close it out early June, but with vacations and other activities the kids were doing, it didn't get closed until early August.

They ended up selling \$476 worth of product and that was only 3 out of the 5 selling. Since the fundraiser was done in the summer, they are thinking about doing another one this fall.

Becky Froelich

## **SOAR Candles Help Penn Forest Project**

Our group is selling Mia Bella's Personalized SOAR labeled candles at our Fun Festival. The proposed location for this project is located on some of the most pristine preserved land in Penn Forest Township on the North side and Towamensing Township on the South side.

This land is home to some rare foliage, plants, American Bald Eagles, bear, deer, snakes, and other wildlife, (some of them are protected species) as well as some of the most pristine drinking water supply sources.

Sue Graves



## New Candle Holders are a Big Hit!



*“Love the new candle holders... Especially how they look with the signature jars!” - Jason Waits*



*“Sweet Orange and Chili Pepper with the new stands!” - Alison Boers*

## Rockin and Rollin at the Dan Emmett Music Festival



## Lee Chauvette Story



**CANDLE MAN** — Lee Chauvette, center, distributor of My Candle Man, Mia Bella's Gourmet Candles, chats with customers while set up at the annual Amber Simmington Memorial Scholarship Car Show at Silver Lake Saturday.

“When it rains it pours at outdoor events BUT apparently the local newspaper was on top of things HAAAAH !!!”

Lee Chauvette



## Mia Bella's Products “In Front of the Lens!”

“My daughter, Marcy took some really nice photo using Mia Bella’s products as her models!”



Alison Boers

## Marcella Boers is Preparing to Take Mia Bella's to College



“Marcella putting together her melts and baggies today. Getting them ready to make some sales at college!”

“I love helping get my daughter started as an entrepreneur. She already had contacted her college and she got the OK to hang business cards and flyers by the mail room on the bulletin board where everyone stops and reads when they pick up their mail. She also can put her poster up on her dorm room door.

She will have business cards and scent samples ready to hand out too :)

She was also told she can hang flyers on all the bulletin boards around school for only \$5. She knew to have it all authorized before she came to school. Thinking ahead! All she has to do is fill out a short form and all ready to go!”

Alison Boers

## Personalized Label for 50th Anniversary



“Thanks to everyone at Scent-Sations' Corporate office who helped me create this beautiful 50th Anniversary Label for my Mom and Dad. I can't wait to give these to them for their 50th anniversary party!!”

Beth Winans Israels



## Calming Waters is Latest in Free Spirit Candle Line



**Calming Waters:** Florals, sunshine, and fresh air smells fill your home with soothing scents to benefit your mood.

---

---

“I just wanted to email you guys to tell you that you hit it out of the park with this candle. I started buying the Free Spirit line as soon as it came out and it is by far my favorite line of candles. They smell great and the label is amazing!”

Bob Richards

---

---

“My mom loves Mia Bella's and she is a floral scent lover. She called me after burning Calming Waters and said that it is now her favorite scent!”

Marge Wassert

---

---

“I love, love, love the Free Spirit candle line. You should use a single label for the Mia Bella's classic line too. The Calming Waters is fantastic.”

Sherry Gol

---

## I LOVE Easy Money!!!!

One of the guys from work mentioned that I hadn't brought any candles in recently (it's been about a month).

I packed up a small box of goodies the next night. Before I even made it in the door the next evening, I sold two bags of melts and a warmer! Showed the other guys what I had and sold 2 20 oz jars to my boss, a bag of melts, a **Bella Bar** and replacement bulbs to another coworker.

Also got an order for 2 more 20 oz jars and a "hold" placed on 2 more of them. :)

I walked into work tonight to have one of my coworkers waving a \$20 bill at me for a **Purple Rain** candle that he had smelled a couple of nights ago....by the way, I have to take ANOTHER one to work for him tonight... **Life's a Beach**.

I love easy money!

Belinda Nadeu

## You Never Know Where Your Next Customer Will Come From

"I was walking into the lab for blood work with a few candles in hand and a lady was in her car and asked me "Do you sell them?"

She bought one and when I came out she had an order for melts.

I messaged her to apologize for being late with the melts because I had to order 2 that she wanted and I was sick all week. She responded with "No Problem at all... I have your number saved and I am a permanent customer!"

---

"I went to chemo today and sold a signature jar, 2 16oz jars and received an order for another signature. I LOVE my Scent-Sations business."

Donna Klatch Kresge

---

## Fall Is Coming and That Means Pumpkin Scents!!!!

From VP Charlie Umphred: “Fall is coming and that is hard to believe that its right around the corner when you walk outside in August to 90 plus degrees each day! One way we can tell here at Scent-Sations is how many Pumpkin Cheesecake and Pumpkin Spice candles and melts being loaded onto new orders !!!!”

“I’m waiting for my order....it has two Pumpkin Cheesecakes in it!”

Holly Winton

---

“I just got my order and when I opened it I could smell Fall in the air with the three Pumpkin Cheesecakes in the box!”

Alison Boers

---

“I have already received advanced orders for over a dozen Pumpkin Cheesecakes and Pumpkin Spice from customers!!!!”

Cherie Gladstone

## Personal Volume Club for July

Each month we will feature the names of each distributor who has a personal volume of \$200 or more.

### \$400 Club

Nancie Warga

Stacey Pfohl

Maria Carter

Scott Kresge

Scott White



## **\$300 Club**

Denise Hagner

Melanie Penrod

Jennifer Callahan

Rita Piche

Kevin Barrett

## **\$200 Club**

Stephanie Black

Lee Chauvette

Sue Graves

Milisa Lehman

Justin Locke

M. Diane Lawing

Kim Day

Cynthia McJordan

Tammy Lee

Layne Townsend

Quincie Fuller

Renee Fike

Flicker Scents

Renee Draper

Brian Goodall

The Light

Cynthia Ridenhour

Chelsea Windhausen

Holly Winton

Rebecca Froelich

Sue Harrington

## **The Gold Club**

This exclusive club is for those distributors who have accumulated at least \$5,000 in personal volume from January 1st until December 31st in 2016.

**Stacey Pfohl**

## Top Sponsoring Distributors for July



Alison Boers

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



Cheryl Klinker

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

## July 2016: Top 10 Retailers

The Top 10 Retailers each month are featured based on their online website sales

1. Stacey Pfohl, TX
2. Denise Hagner, PA
3. Scott Kresage, FL
4. Lynda Truitt, DE
5. Cathy Mahady, MN
6. Vicki Green, WA
7. Sheri Orloff, CA
8. Steve Leal, CA
9. Cecilia Ayala, CA
10. Jennifer Mayhew, VA

## July 2016: Top 10 Personal Volume

1. Nancie Warga
2. Stacey Pfohl
3. Maria Carter
4. Scott Kresage
5. Scott White
6. Denise Hagner
7. Melanie Penrod
8. Jennifer Callahan
9. Rita Piche
10. Kevin Barrett

## Top 15 Selling Candles in September 2015

1. Pumpkin Spice
2. Hot Apple Pie
3. Pumpkin Cheesecake
4. Sweet Orange & Chili Pepper
5. Apple Cinnamon
6. Harvest Time
7. Odor No-More
8. Christmas Pine
9. Angel Wings
10. French Vanilla
11. Grandma's Kitchen
12. Chili Vanilli
13. Cinnamon Raisin Bun
14. Oranges & Clove
15. Tangerine Dream

## Next Month's Autoship



**Moroccan Nights**

### Upcoming Autoship Scents

October – Spiced Cranberry

November – Snowberry Pine

December – Hot Apple Pie