

MIA BELLA NEWS

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This Month's Autoship: Apple Cinnamon

Table of Contents



Apple Cinnamon - Ripe apples sprinkled with cinnamon gives this candle its charm - perfect for any time of the year!

- [p.02 Christmas Signature Jars Are a Huge Hit!!!](#)
- [p.03 Now I Make the Dollars and "They" Make the Scents!](#)
- [p.04 Training Ideas From the "Action Team"](#)
- [p.06 I Love Bella Beauty Make-Up and Dermal Renu](#)
- [p.06 I Love Talking/Selling to People in Offices!](#)
- [p.07 Customers Love Our Products!](#)
- [p.08 Q & A on the Vendor Program and Scent-Sations' Return Policy](#)
- [p.08 Bella Balm is Made for Cold Weather!!!](#)
- [p.09 My Pug's Facebook Page is A Hotbed for Retail Sales!](#)
- [p.09 Scents and Your Emotions, Perceptions and Actions!](#)
- [p.10 Congratulations to this Month's Rank Advancements](#)
- [p.10 Top Sponsoring Distributors for November](#)
- [p.11 November 2012: Top 10 Retailers](#)
- [p.11 Top 15 Selling Candles in December 2011](#)
- [p.11 Next Month's Autoship](#)

Christmas Signature Jars Are a Huge Hit!!!



“The Christmas signature jars are much better in real life, the picture on the website does not do them justice! “

Marie Magnuson

“I always have great sales for the Holidays, but this year I have been amazed at the number of Signature candles that my friends are ordering for Christmas presents! This is the best new product line we have ever introduced!”

Sally Morton

“The Christmas Signature line was sold out within two hours of setting up my booth. People were coming over looking for them and I had to tell them that they were sold out and I handed out my business card to over 100 people telling them to go online to buy. I have already sold 10 online since last week because of that booth!!!”

Betsy Borton

Now I Make the Dollars and “They” Make the Scents!



A few years ago, my then brother-in-law introduced my then wife and I to an idea he brought back with him from Florida, where he had been residing for several months. He taught us about gel candles, which were the big thing in Florida at that time. And since I loved candles I was very excited to embark on this venture. I set about creating and making custom gel candles, but wow, was it hard work and time consuming.

The temperature of the gel had to be perfect and the amount of scent had to be accurate, otherwise it was either too powerful or you couldn't smell anything, destroying everything else about the candle. Who thought making candles would be so difficult? The wicks had to be perfectly placed and nothing could move when you poured in the gel or your candle would look like someone shook it worse than a snowglobe.

We achieved accuracy with our results and began showing the candles to people as well as gift shop vendors. We began to do very well and thought we were on our way to prosperity! We reached a point in our success where it was becoming difficult to keep up to supply and demand but many, many long taxing hours were spent keeping our heads above water, making sale after sale.

Just when we thought we had it made, gel candles became the sensation everyone wanted to be a part of and soon mass production gel candles made their appearance, cutting us out of the picture because price-wise, we couldn't compete with mass production. Sales for us declined quickly and as much as we lowered our costs to just above breaking even, we still couldn't compete, so we had to stop making candles. We were left with loads of jars, gel, scents and all the paraphenalia that went into candlemaking! I never full lost the dream of making candles and I definitely never lost my love of candles!

Shortly after my candlemaking experience, I became involved in a MLM company, beginning a new venture in a non-related industry. I had been involved in MLM before, being introduced to this great industry by one of the biggest networkers around. I was

doing well in the company I was with when I received information about a relatively new candle company but because I wasn't on the market for another business (I was always receiving information on MLM businesses to evaluate), I passed it on to my daughter, who wasn't able, at the time, to get involved.

Fast forward to summer of 2012 and my daughter came across a booth at the Calgary Stampede, and after speaking with the one representative at the booth, my daughter Kayla, joined Mia Bella. Well, God bless her, my daughter paid it back from a few years prior, and reversed the roles, giving me information on what turned out to be the same company I had sent her information on. I took a look and was introduced to the great candles and scents belonging to Mia Bella. I was hooked!

My love of candles was reignited (no pun intended anywhere), and seeing it was a perfect fit, I jumped on board. I witnessed my daughter reach Diamond level inside of 30 days -- the products virtually sold themselves and people jumped on board. I couldn't believe the incredible beauty and creativity of the designer candles, and the fragrances are out of this world (scent-sational, for sure).

Having labored making candles nowhere near as beautiful as Mia Bella's candles, my appreciation deepened and I saw huge potential with this company's gourmet candles! The gourmet candles are exceptional and definitely sell themselves. I haven't had the opportunity to devote a great deal of time yet to promoting Mia Bella due to other commitments, but what small amount of time I have spent has given me a commission check! I look forward to a long career with Mia Bella. Truly, I make the dollars, and they make the scents!

Graeme Monnery
Calgary, Canada

Training Ideas From the "Action Team"

Note: VP of Marketing, Charlie Umphred sends a free training email out daily to anyone who wants to subscribe to his action team. This is a great training email that came in response to one of the action team members asking what to focus on! (If you want to receive action emails simply send an email to charlie@scent-team.com and say Action in the subject line)

Question from the field:

I work my Scent-Sations business part-time. My sponsor works it "no time (LOL)" and calling my upline seems to get the same results for me... no calls back!

I (most of the time) feel like there is just TOO MUCH stuff to do in MLM... I mean, there is selling products, calling on prospects, updating and following my friends on twitter, facebook etc, blogging about my day and my business. Whew... all that and kids and life to deal with!

How do people do it? Help me, because I dont have anyone above me talking to me!!!"

Answer from Shep and Jan:

Your Scent-Sations business can be as busy as you want to make it. Some of your activities are necessary in order to grow your business. Other activities, though you may be tempted to include them in your 'business time', are really personal non-business activities.

Here are my business activities:

- Giving out samples.
- Giving away product.
- Asking people if they are interested in other ways to make money.
- Selling product.
- Talking to prospects.
- Emailing prospects.

In general, frequent daily posts to Twitter, FaceBook, blogs, etc, and more personal activities than business activities. Posting once or twice to a conversation about your business takes less than 5 minutes.

Back to my business activities. Most of the activities I listed happen while I am 'lifestyling' my business, meaning I'm doing those while I go about my normal life.

We were in Ogden UT the past couple days visiting family. While at the Verizon store getting a phone upgrade we handed out samples to one sales person. Because of his comments and sharing that card around we ended up giving samples to 5 more people, two of whom said they will want to order some product for Christmas. At a Staples we gave one clerk a sample while looking for an item. She walked around the store with that sample close to her nose expounding how wonderful it was. She wants some product. Because of her excitement two customers wanted samples.

At the airport this morning we gave a sample to the clerk at a fast food place. Her co-worker wanted one. Then she came over to where we were eating, told us how wonderful the fragrance was, and wanted to know how to buy some product. When we told her there is a way to get our products at wholesale, she gave us her name and said she will be speaking to us soon.

Just a few examples. All these things happened while doing activities we would have done anyway! We just added the business into our lifestyle. Even though we spoke with over a dozen new people about business, I can only guess that we spent an extra 20 minutes total working the business.

MLM can be overwhelming and time consuming - or it can be fun and take up very little of your time. You can separate and compartment your business away from your personal life, or you can incorporate it and blend it into your everyday life.

My Scent-Sations business is not my life, it's simply part of my lifestyle.

Shep & Jan, Kea'au, Hawaii

I Love Bella Beauty Make-Up and Dermal Renu

I had been using a big box store brand make up before I found Scent Sations. When I used that makeup my eyes would get puffy and they even sealed shut at night. My face was also constantly breaking out..

Then I enrolled in Scent-Sations and Tamara Keller did a demo for a party we were at and after seeing how easy it was to use I decided to try it. I have been IN LOVE with Bella Beauty ever since! I don't get any of those negative experiences with Bella Beauty. Add Dermal Renu to this mix and I and my skin are in heaven!

I purchased my first kit of Dermal Renu one year ago and saw a difference right away. In August, right before attending Fling I found that I was pregnant. Morning sickness and that all around blah feeling pulled me away from my daily Dermal and I started experiencing larger pores, drier skin and most important I was losing my Dermal Glow! I immediately started back on my Dermal Daily Regimine!

I am sure most of the distributors and most of the customers look at Scent-Sations as a "Candle Company" but I am here to tell all of you it is far more than that!

Charlie teaches the "gifting for retail and prospecting" and I can tell you it really works. Recently I gave two kits of Dermal Renu to friends ...one is enrolling and the other is looking at the potential ...all because they got to try the most amazing skin care products on the planet!

Lila Lins

I Love Talking/Selling to People in Offices!

I went to the dentist today with a few catalogs and some Christmas candles in hand to pass out. Before I went to my assigned room I left them with the receptionist to sample smell.

When I came out, she said 'I'm gonna do it'.

I said..."Do what?"

She said "The fundraiser on the back of the catalog!"

It turns out her daughter is trying to raise money for a cheerleader competition in Florida the first of the year. She also had the candles passed around the office and had 4 of them sold!

After I left there, I stopped at the pharmacy for a refill. I walked in with 2 candles and before I left, I had sold 4 of them and one of them is interested in being a distributor after Christmas.

I love going to offices where several people work. You really are able to 'leverage' your time. I was able to see 12 people in less than 1 hour, sold 8 candles, got a fundraiser and hopefully a new distributor. I can tell you I was never that happy about going to the dentist.

“I went to pay my real estate taxes today. I gave him a 9 oz candle and a catalog he said thanks and I left. Since today is the last day to pay them without a penalty, he has a lot of traffic. He called me about an hour ago and said I have 3 people that wants to buy this candle. He had it lit and everyone commented on it.

On Monday he wants me to stop and talk to him about the retail program. I will be there Monday morning.

Sam Frazee

Customers Love Our Products!

This summer I gifted a Japanese Pear 16 oz jar to a local woman who gave me the opportunity to participate in advertising at a local bridal show.

“When I received my candle I gave it a spotlight place in my kitchen. The yellow color was cheerful and looked so nice nestled next to my ivy plant other décor on the counter. It wasn't until I had planned a get together with some friends and wanted my condo to smell nice that I decided to light the candle. Just removing the lid gave the kitchen a lovely clean fresh scent and after it had burned for a while, the whole house had a warm friendly feel.

What a difference a scented candle can make in creating ambiance. Now I light it often just for me when I sit in the kitchen with my coffee and a good cook book. What a great gift this candle would make for the holidays.”

Sue Harrington

We have done several shows over the last few months and have gotten a lot of new Mia Bella fans. Most of them simply rave about how great the candles smell and how evenly they burn. We had one couple who stopped by our table the first day of a 2-day show, they bought 2 of the sculpted signature candles. They came back the next afternoon and bought 2 more of the signature candles and kept saying how they have never seen a candle burn so evenly and cleanly and smell so great. We have a loyal following of customers that keep coming back because our candles are the best out there, both in performance and scent.

John & Kathy Lerchenmueller

Q & A on the Vendor Program and Scent-Sations' Return Policy

Q: Is there a minimum order for vendors (other than the 2 case initial order)?

A: There is no minimum order

Q: Do we make commission on any vendors sales? If so, is it the same percent as we make from our recruits?

A: Yes, it is the same commission from the vendor as from recruiting a non vendor.

Q: Can distributors (such as me) buy the display that is offered to vendors? I wouldn't mind paying; it looks a lot nicer than the Styrofoam blocks I put under my tablecloth at shows and it allows all the jars to be seen instead of hiding behind the other ones. I would actually like to buy 2 of them.

A: This is called a vendor rack and is available to all distributors.

Q: Speaking of the displays, are they made of wood, cardboard, or something else?

A: The vendor rack is 100% wood.

Q: Do they come apart or are they one piece that remains together after assembly?

A: They can be taken apart... it is shipped unassembled and you put it together.

However, the pegs that hold the unit together could become fragile should you opt to take it apart and put it together too often

What is Scent-Sations' money back guarantee on Dermal Renu?

Dermal Renu money back guarantee is 60 days from date of purchase. If a Distributor is sending it back they receive points (credit for it) minus the shipping for it as long as they are not cancelling. Distributor pays to ship it back and we always suggest that he/she insures the package.

If the distributor cancels his/her account with us we will give him/her credit back on his/her credit card (minus the shipping). If it's a Retail Customer then we credit his/her credit card back minus the shipping (but it must be back in office from 60 days of date of purchase)

Bella Balm is Made for Cold Weather!!!

Now that the colder weather is coming, one of my favorite products is the Bella Balm. It really helps keep my hands soft and smooth in the cold dry weather. I use it every day paying special attention to the cuticle areas (works better than any cuticle cream I've found) and it keeps my cuticles from cracking and splitting. I've even started using it as a body cream - I find it works really well when you apply to legs and arms after your shower

while your skin is still slightly damp - helps to seal that moisture in. Also, the Bella Bars helps to keep all my skin soft and smooth....and there is nothing like those wonderful fragrances to invigorate and wake you up in the morning, especially when it is cold and dreary outside.

John & Kathy Lerchenmueller

My Pug's Facebook Page is A Hotbed for Retail Sales!

My pug has a profile page on Facebook and has about 800 or so friends there. He's a very respected pug among his friends. I started an event on his page for the candles and he invited most of his friends and those friends invited friends, almost like the business building system lol. The sales have been great from there and even have a couple of people talking to me about joining.

In the meantime, things have gone really well for my pug in the business area lol. There is also people from the UK that are wanting us to start shipping there. Funny thing is that these profiles placing these orders are 99.9% pet pages! There are lots of pets in the social circuit. To date, MP (the pug) has sold almost \$1,000 in retail products to his other pet friends. Can you guess how many orders I have had from MY personal page? ZERO! Not even a share of my link! Needless to say I spend most of my online time on my pug's page and my "human" page is just for keeping up with family! I guess the message I want to relay is to NEVER EVER think that an idea is too far fetched to work! You just never know!

Bonnie Ramsey

Scents and Your Emotions, Perceptions and Actions!

Talcum (Powder): Feel safe, secure and nostalgic

Peppermint, Citrus: Be more alert

Lavender, Vanilla, Chamomile: Relax

Barbecue Smoke: Perceive a room as smaller

Apple, Cucumber: Perceive a room as bigger

Leather, Cedar: Buy expensive furniture

Fresh Baked Goods: Buy a home

Floral/Citrus Scents: Browse longer and spend more

(Compiled by Scent Marketing Institute/SCENTtrends)

Congratulations to this Month's Rank Advancements

Renee Taylor – Diamond+ Distributor

Lance Rossell – Diamond Distributor

Dollie Mayr – Diamond Distributor

Kurt Mcguirk – Diamond Distributor

Selena Hanshaw – Diamond Distributor

Clinton Cecena – Diamond Distributor

Top Sponsoring Distributors for November



Susan Cortes
Becca Mutz
Nicole Williams
Stacey Pfohl

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



Martha Ruiz
Priscilla Port-Louis
Edwin Green
Vicki Green
Ashley Davis
Evelyn Pardellas
Diane Kondreska
Cheryl Pope

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

November 2012: Top 10 Retailers

1. Stacey Pfohl, TX
2. Joseph Capuozzo, FL
3. Christine Pennino, CA
4. Kathleen Puckhaber, NY
5. Nicole Williams, AB CAN

6. Renee Taylor, MO
7. Nancy Mitchell, PA
8. Christina Phifer, NY
9. Rachel Bashore, PA
10. Shap & Jan Kuester, HI

Top 15 Selling Candles in December 2011

1. Sweet Orange & Chili Pepper
2. Christmas Pine
3. Home for Christmas
4. Hot Apple Pie
5. Apple Cinnamon
6. Chili Vanilli
7. Angel Wings
8. French Vanilla

9. Grandma's Kitchen
10. Candy Cane
11. Holiday Memories
12. Very Berry Christmas
13. Pumpkin Spice
14. Christmas Essence
15. Spiced Cranberry

Next Month's Autoship



Country Spice

Upcoming Autoship Scents

February – Fresh Laundry

March – Lilac

April – Citrus & Sage

May – Coconuts & Lime

June – Bahama Breeze

July – Ocean Mist

August – Chili Vanilli

September – Grandma's Kitchen

October – Pumpkin Cheesecake

November – Candy Cane

December – Hot Apple Pie