

# MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



December 2013

Volume 13, Issue 12

## This Month's Autoship: Hot Apple Pie

## Table of Contents



**Hot Apple Pie:** Watch out! This smells so much like hot baked apple pie that your family will think you are always baking!

- [p.02 New "Let It Snow" Graces My Table!](#)
- [p.02 Raise Your Kids To Be Part of Your Business!](#)
- [p.03 I Leveraged My Retailing With \\$4,000+ Fundraiser!](#)
- [p.04 People \(Leads\) Are Everywhere!](#)
- [p.05 Those Retail Profits Are Icing on The Cake!!!](#)
- [p.06 The POWER of GIFTING!](#)
- [p.07 Filled Up My Tank AND My Wallet!](#)
- [p.07 I Love my Dermal Renu!](#)
- [p.08 Craft Fair Despite Bad Weather](#)
- [p.09 Mia Bella's Wins Over Another Customer!](#)
- [p.09 Distributors On The Go!](#)
- [p.10 Never Pre-Judge Anyone!](#)
- [p.10 Make The Time To Claim What Is Yours!](#)
- [p.11 Congratulations to this Month's Rank Advancements](#)
- [p.11 Personal Volume Club for November](#)
- [p.15 Top Sponsoring Distributors for November](#)
- [p.16 November 2013: Top 10 Retailers](#)
- [p.16 Top 15 Selling Candles in December 2012](#)
- [p.16 Next Month's Autoship](#)

## New “Let It Snow” Graces My Table!



“I can not believe how pretty the Let it Snow candle looks with my dishes. Of course its also perfect winter scent. Thank you!”

Susan Graves

## Raise Your Kids To Be Part of Your Business!

Raise your kids to be INVOLVED with your business... if you believe in your business! Jordan started doing home parties with me when she was 11 and is now one of the leaders of my personally sponsored. I know she's building a business that will allow her to live her dreams and am so proud of her and the future she is building!

Paige is 12 and is hosting her 1st Booth - Show this Saturday. Jordan and I both will be assisting her to guide and coach and offer support but she's hired a 'friend' to work by the hour to be her assistant. Today, after school we went shopping for the ribbon and accessories to add Holiday Pizzazz to her booth and products. She's so excited.

Kathy Schneider

## I Leveraged My Retailing With \$4,000+ Fundraiser!



We have been talking about November and December being great months for retailing our products. AND they are. BUT I also want to put a plug in for fundraising. I did a fundraiser in November and another one in December. So while I was extremely busy building our marketing system and completing the training our team is now using, I didn't have time to retail myself. BUT that doesn't mean I wasn't "selling" product. During this busy retail season, I have 300 items going into other people's homes, many will be gifts. I couldn't have sold 300 Mia Bella's Candles and Bella Bars myself. Leverage, leverage is the name of the game - whether through recruiting or selling through fundraisers. It's so exciting that Scent-Sations offers us the ability to earn income, with so little effort, in so many ways!

This month 28 5th grade students sold over \$4,000 in retail sales. This is off-setting the cost for them to attend a conservation camp that the class will be taking as part of their studies.

Cathy Mahady

## People (Leads) Are Everywhere!

I always laugh just a little when people say “I don’t know anyone!” Not knowing anyone is not a reason to quit or even hesitate to start a business. Finding people to talk to is one of the few things you must master in this industry and it’s probably the easiest one at that. You won’t always introduce the product or opportunity right away but adding people to your list should be an everyday action.

People are everywhere! However, you won’t find them in your living room in front of the TV. You will find them while going about life or making a point to meet new people on purpose. While it’s a no brainer to meet someone at the bank, in the grocery line, or while eating at your favorite restaurant; I like to meet people on purpose. Meeting people on purpose requires some research! What activities are happening in my area? Who is teaching a skill I have a desire to learn? I recently decided to take a free crochet class. Through this activity, I’m learning a new skill and meeting new people. These new friends I now have something in common with and might introduce our products or opportunity to some or all of them. The owner where the class is taking place (local coffee shop) is allowing me to have a free candle drawing for two weeks. The free class is every Saturday through Winter. You never know what might come from doing a little hooking. (Crochet humor)

Last weekend I took my kids through a Miracle on Main event where churches teamed up with the small businesses to share an activity with kids. My family walked into about 10 businesses where we met new people. From this activity, I’m sending a fundraiser packet to a small growing church. My children enjoyed the afternoon of candy canes, making crafts, and even sitting on a donkey. Yes, I mixed business with pleasure!

Where do I find these activities? The answer is multiple places! I have found some events on facebook, in newspaper ads, through eventbrite, and the library to name a few. My favorite way to meet people is to learn something new like crocheting. Here are a few I have on my calendar for the next 30-45 days. Do you think I’ll find candle lovers or business partners at any of these? I won’t know unless I go!

### **Social Media Boot Camp**

### **Beekeeping Kindergarten-The Importance of Bees!**

### **How to use Linked In?**

### **Soups & Stews 101 in the Kitchen with Annie (ongoing topic changes each month)**

All of these are free workshops that will only require my time! I don’t know about you but even if I only make a new friend or gain knowledge in a new area then I have already won! Some activities you attend may be areas you are familiar with and will be able to share your knowledge on the subject. Take advantage of these situations, be the expert. People pay attention to those in the know. A new year is just around the corner, make it a goal to meet people on purpose!

Tracy Russell



## Those Retail Profits Are Icing on The Cake!!!

One of my first goals with my business was to pay off, in full, ALL of my monthly business expenses, every single month, because I didn't want to create a debt situation with this new venture of mine. Now, I did start 'back in the day' of only one price point for the autoship program: \$39.95 (and we got a new scent every month ... no idea what it smelled like until you opened the box. First month: Bay Leaf & Cloves), so you might think "well, it's not hard to pay off a \$39.95 autoship on a monthly basis", and you're absolutely right. BUT, I started my business with a Fast Start Pack (I knew from the beginning that I was in this business to make money, and my upline told me that if you want to make money, you invest in the "Business Builder Pack"). So I had my work cut out for me right from day one.

I recognized that at the beginning, it would be my retail profits that covered my business expenses, it would take time for my commission cheque would cover those expenses for me. But in October of 2009, it was all retail. So I held my launch within weeks of signing up (as soon as my Fast Start Pack arrived). Now, there seems to be a pre-conceived notion that new distributors must host this massive business launch/party/gala. If you do that, that is fantastic! But I'm here to tell you that I was pretty sure I wouldn't have a massive launch. Although I had lived in this city for 2 years, I had only 2 friends (from "back home") here, no family, and with 2 very young children at home I had not met a lot of people. But I went ahead and invited everyone I could think of.

Three people came, plus my sponsor: a mom I'd met in mom n tot swim lessons; another mom I'd met at the local park; and a third mom I'd met at a home party of one of those childhood friends (you'll note neither of my "only" friends were able to make it, but I went ahead anyway, I had a Visa bill to pay!). I was SO nervous -- I forgot to put out the appetizers I'd prepared, and if it wasn't for Deb, nobody would've even received a drink; then I stumbled my way through my carefully prepared "script". Not exactly a gala event. But, in the end, one of those friends made a courtesy purchase that night (hasn't since); the second friend purchased and continues to make an annual purchase leading up to Christmas; and the third purchased a few things here and there, and did become an Associate to purchase our Dermal Renu products. Not much of an opening night.

Or was it?

You see, I collected a few other orders from those who couldn't make it (my launch party total was over \$350). And by using the invitation to my launch as an announcement to my "world" about this new venture, there was interest in more purchases, more parties, and lo and behold, more business partners! Within 2 months, I had 2 more parties, and 3 of my friends had started their own Scent-Sations businesses (one of those three held her launch as soon as her Fast Start Pack arrived, and she sold the ENTIRE PACK that night!).

Since then, I've held many more "Business Launches"; especially when I didn't have a party booked in any given month, to ensure that I would, indeed, pay off that Visa! Now I use different names, like "Fall product Launch", and "End of Season Sale", and "Hostess Appreciation", and "St Patrick's Malarkey Party" (my personal favourite). You see, it really doesn't matter what you call it, or how you do it, or even if you serve refreshments. The KEY is to DO it; and by doing it, you promote your business. And before you know it, your monthly business expenses will be more than covered by your commission cheque, and those retail profits are just the cherry on top!

Tamara Keller

## **The POWER of GIFTING!**

I recently dropped by an acquaintance's place and noticed that he had a candle from Michael's on his dining room table. I told him that I marketed a line of cleaner burning, specially scented candles and that, if he were agreeable, I would drop back with a catalogue.

When I did, I brought with me a Slate & Stone Baby Bella as an example, telling him it was particular favourite with men but that some women like it too. He sniffed it, said he liked it very much and asked how much it was? I said that he might have it for free to try and he accepted it with warm thanks.

Next time I dropped in, I asked him what he thought of it and he said he enjoyed it very much and that he'd like three more! He doesn't want to get his own distributor number right now but seems to like the products so, when I deliver his order, I'll throw in a Bella Bar and/or a car air freshener and keep following up and see what happens!

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I was visiting with a computer teacher at conferences a few weeks back. I noticed she had a simmering pot from another company and during our conversation said "I see you like yummy scents" of course I couldn't really smell much but she responded "Yes, I do but don't enjoy the ones I just got! they don't seem to last or smell, feel like I just wasted my money." Well, I suggest she experience Mia Bella. She said she would like to yet she would wait until her stash was done. After conferences. I went back into her office with a catalog, biz card and a 2 pack of melts. Told her to enjoy them and let me know what she thinks...fast forward 2 weeks...she just purchased over \$140 worth of melts and a simmering pot.

So stop stressing about how to work your biz and start getting the products in the homes of customers....they will fall in love with the quality and you will get the profit without much effort. Let the product do the talking, you just do the GIFTING!

Cheryl Hill

## **Filled Up My Tank AND My Wallet!**

Have you ever gone to the gas station to fill up your tank and actually MADE MONEY while standing there? Haha! I did on Saturday. I saw the ladies next to me filling up gas cans and asked, "So, redeeming fuel credits? I just did the same thing." That got them chatting about how long the gas would last them. I mentioned that working from home, that full tank should last me about a month.

Of course, they had to know what I do for a living. I told them I show people how they can start their own home-based business and mentioned candles. They both freaked out! "Oh, my gosh! I love candles!" "I'm a candle freak!" I stuck the 2 candles I had with me, under their noses, and they each bought 1... \$45 for 10 minutes worth of "work" (doing my regular errands). And, they both want more info about getting started with their own business! How easy was that!?

I love my Scent-Sations business and our Mia Bella's Gourmet Candle

Maggie Giamalvo

## **I Love my Dermal Renu!**

My mom uses it too. Just yesterday in my Dr's office the receptionist who knows my mother asked if she was wearing makeup. My mother ALWAYS wears makeup. So she told her yes but also said she's using a new skin care line. The receptionist could not believe how glowing my mother looked. ;- ) My mom who is 67 felt really good that day!

Deena Cannistraci

## Craft Fair Despite Bad Weather



I attended a Craft Fair this past weekend, it's one I had set up at last year and did pretty good. This year they changed the days so that the first day would coincide with our First Friday event in town hoping to draw more people so I went down Friday about 4 to start setting up because it ran from 6pm to 9pm that night, was really worried because we had really nasty weather, some snow & ice.

That night there were only a few people who ventured out but it was really nice visiting with the other vendors & I had hopes that the next day would be better. The next day I went down at 9, it was from 9-5 Saturday, the first few hours were a little slow but I sold some stuff in spurts and again visiting with the vendors and making new contacts was great.

I had made up gift baskets & bags complete with a card to make it easy for people to just sign their name and boom instant present! Plus, I had made grab bags of assorted melts I had and gave a grab bag with each purchase along with a catalog and my info. The foot traffic that day was better then the night before but still not a lot of people due to the weather.

At the end of the day I was packing up and realized I had a lot more empty boxes going home then when I went down. :-) I sold \$535.50 at this event and still have orders coming in so not to bad considering the weather! I'm looking forward to next year & hoping for better weather! :-)

Kawanee Arnold



## Mia Bella's Wins Over Another Customer!

This is the response I got from a customer I sent a package to this week.

**"THE BEST SMELLING CANDLES I HAVE EVER EXPERIENCED.. BY FAR..  
#1..!!!"**

I would make a safe assumption that she really loved what I sent her.

Angela Montgomery

## Distributors On The Go!

From Tracey Russell: "I noticed two new team members with PV above 400 and 500 for the month and asked them to share all they had been doing. Here is what they had to say about their new journey with Scent-Sations. "

"I joined Scent-Sations back in October. I told myself that November was going to be a big month for me and it was. Positive thinking, image and demeanor go a long way in sales, I make it work for me. I have my Mom and family members showing catalogs and spreading the word while I work my day job. Now, armed with personalized business cards, a complete understanding and confidence in my products and a bit more inventory than before, I'm sure to take December by storm." "

Randy Hyatt, South Carolina

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"My first month with Mia Bella has been awesome. I love the product, I have had nothing but encouragement and support from staff and my sponsor (Tracy Russell), but most of all I enjoy being able to offer friends, family and co-workers a premium product that I know I can stand behind.

When the email came out about increasing sales on our Mia Melts and simmer pots, I saw a great opportunity to expand my sales and client base. With only a few sample tarts and my catalog, I was able to pre sell 5 pots, 3 plug ins and get commitments on 4 others. These orders included a bag of melts, plus I also got orders for 5 classic jars.

I have a couple of prospective vendors in the works and looking forward to another great month in December."

Terry Claytor

## Never Pre-Judge Anyone!

Never NOT talk to someone because you think they "dont have the time/would not be interested" because you never know WHO they KNOW!

Tonight, at dinner, I found out my server has her degree in Marketing and worked her way up through a popular midwest cafeteria chain called, MCL. Moved to NC and is now having to work 2 jobs to make ends meet and is questioning everything down here.

I asked her at the end, "are you keeping your options open?" before I could finish she said, "absolutely what do you have in mind?" I exchanged info with her, sent her the business presentation and told her to write ALL QUESTIONS AND MARKETING IDEAS DOWN for our dinner meeting on Wednesday!!

Ladies and Gents.... the time is NOW to focus on 2014 being YOUR YEAR!!!! STOP making EXCUSES and just DO IT! Step by step, little by little, and you will see change and experience excitement!

Cheryl Klinker

## Make The Time To Claim What Is Yours!

I met a really nice lady who is 85 and full of life. We got to talking about my candles i(in the candle aisle) of course and then she started telling me her Direct Sales stories. She used to sell Home Interior as well as Mary Kay she asked me questions like what were my obstacles of making my dream come true I told her my biggest lately seems to be time and health.

This is what she told me... she worked as an insurance agent and sold to higher end folks. She learned their story knew their family and knew their income. She had a group of women and men at the courthouse in her hometown who bought Insurance (big policies from her) so the next day she happened to be off from her insurance job. She dressed up got her make up on and was ready to go to the courthouse and wait for those same women to get to work that she sold the policies too. She told them her name what she sold and booked... 10 SHOWS!

She only had 10 facial kits (I am assuming this is what they did years ago) BUT she didn't let anything get in her way. She said that leap of courage, that time, that investment for more kits earned her the BIGGEST confidence ever! Then she said the biggest pay check ever. See, it takes that one bit of courage that ONE step to take it to the next level. DONT be your worst enemy you've got this it's YOUR business GO FOR IT! She did! she also asked me

if I had time to see others succeed. I asked what she meant and this is what she said, "Honey if you don't make time to claim what's yours you will be congratulating someone else who made time to succeed and follow their dream!" WOW that hit home.

Jennifer Moore

## Congratulations to this Month's Rank Advancements

Maryellen & Domenick Camorote – Diamond+ Distributor

Adrienne Fletcher– Diamond Distributor

Lois Owens– Diamond Distributor

Annette Murphy– Diamond Distributor

Floyd Jordan – Diamond Distributor

## Personal Volume Club for November

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

### \$400 Club

Joseph Capuozzo	Stacey Pfohl	Kathleen Puckhaber	Emilie Brodeur
Karen Deuschle	Troy Clark	Mardella Axe	Curtiss Chesnut
Florida Timeshare Pro	Robert Shock jr	William Moseley	Jackie Tyldesley
Amanda Spisak	Jean Morgan	Shep & Jan Kuester	Christine Pennino
Heather Findlay	John Kusisto	Amber Strong	Marilyn Birt
Diane Middleton	Rita Piche	Donna Galbraith	Lynn Siegrist

Blake Radetsky	Kristi Rizo	Cathy Mahady	Dwight Klinker
Kelly Flanagan	Audrey Jacobs	Jessica Sumner	Megan Winter
Saralee Sabo	Lisa Alford	Tom Ruzinok	Cheryl Lott
Glori Ann Frazee	Omayra Ortiz	Diana Ross	Amelia Zappa
Terry Claytor	Kimberly Severance	Daystar Boutique,Inc.	Michelle Lentvorsky
Diane Villegas	Gina Salemi	Carolyn Manning	Mary Ann Campbell
Amber Kirk	Maryellen & Domenick Camorote	Evelyn Pardellas	Vicki S Green
Leslie Bangamba	Randy Hyatt II	Robert Mutz	Heidi Zanes
Roseann Boldin	Lori Singewald	Jo Brisson	Lauren Maher
Jacquelyn Snell	Barrick Garden Center	Chelsea White	Carolyn McLain
Renee Day	Marisol Montero	Tamara Keller	Tia Albertazzie
Candee Soennichsen	Sharon Trachsel	Julie McEwen	Nikki Johnson
Jeffrey Folkes Rosado	Sharon Pavey	Tish Nida	Phillip DeCouteau
	Chanda Rochester	Edith (Becky) Helton	

### **\$300 Club**

Susan Cortes	Ron King	Free Enterprizes Inc	Patti and Calvin Felix
Jennifer Mohrhard	Tiny Miller	Sharmon Noe-Ely	Madeline Fessenden
Denise Caroline	Carol Lotito	Amy Ghirelli	Divine Books Inc

Randall Henarie	Rachael Stevens	Dallanara Vargas	Loretta Delaney
Tylyn Rawles	Jonathan Regino	Amanda Manning- Moses	Gloria Harbaugh
Lisa Rueb	Pam McNulty	Mildred Holland	Doris Orvis
Vivian Winter	Marie Woodward	Shellie Grissom	Sharon Brown
Brian Goodall	Linda Moore	Phyllis Gary	Serenity Day Spa
Lisette Bouchard	Edward Kopec	Kristi Boyer	Kawanee Arnold
Norma Pavilitz	Edwin Green	Dawn Fischer	Diane Stilp
Doug Flickinger	Lisa Hanson	Angela Martin	Jamie Tryan
Jimmy Morris	Colleen Nickerson	Jim Thornton And Marti McMahon	Kathy Schneider
Deanna Gagnon	Donna Ebell	Louise Cernuto	

### **\$200 Club**

Nancy Fonte	Jenny King	Patricia Mauger	Lourdes Garcia
Jacque Jamieson	Jessie Rudick	Tracy Collins	Audrey Davis
Kiyana Bailey	Sharon Buchy	Candy Bota	Carrie Horton
Rhonda Marchie	Renee Bechtold	Patti Henne	Randy Storrs
Robin Hidy	Nancy Moose	Melissa Erb	Joette Mancuso
Nancy Wolff	Rich Weidler	Cheryl Hill	Berta Jones
Tammie Perrie	Pat Bergstedt	Janet Seego	Rebecca Froelich



Sandy Divine	Beverly Geis	Dona Thompson	Wendy Simpson
Flicker Scents	Sally Spletter	Therese L. Martel	Lana Teeples
Ruth Knaub	Linda Groves	Vicki Irlbeck	Tammy Mayfield
Carol Baclig	Emily Jensen	Brenda Kasper	Elle Hampton
Kimberly Fisher	Christine Murphy	Diane Otteson	Michael Mahoney
Jane Bowker	Cheryl Klinker	Candace Norton	Nancy Loftus
Roberta Young	Missey Place	Azure Howell	Ginny Chamberlain
Rose Mary Yeo	Janie Sanford	Debra Dasher	Christine Kash
Frances Avery	Rebekah Crossman	Cathryn Tuggle	Angela Kaglea
Crystal Urquhart	Robin Schubert	Kelcey Lamm	Paul's Perfect Touches
Renovisions, Inc.	Sharon Farmer	Chelsea Rissler	Maria Ringler
Nicole Mayorga	Sharon Golden	Sheila Gostola	Joann Carrese
Sharon Ford	William Roberts Jr.	Nicki Raisch	Susan Garfield
Elizabeth Winslow	Monica Dundorf	Shirley Williams	Leann Melendez
Julie Neuburger	Jeffrey Brown	Ronald Koch	Edward Keller
Brandie Brownlee	Pamelyn Kopp	Janine Berard	Deanne Smock
Katiria Velazquez	Carol Zielinski	Kori Abell	Rebecca Tucker
Diana Franzi	Vanessa Frock	Peggy Lynn Ross	Anita Casner
Shannen Elliott	Alisha Clarkson	Gail Garrison	Enid Sutton

A Sweet Scent

Jackie Luellman

Sharlyn Knight

Denise Donadio

Ed And Lisa Jones

Nelly Figueroa

Janine Stewart

Sheryl Love-Johnson

Paula Bishop

Cynthia Boice

## Top Sponsoring Distributors for November



Cathy Mahady  
Alison Boers

A Gold Circle signifies that a distributor has recruited at least 5 autoship members in the previous month.



Cheryl Hill  
Christina Henarie

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



Ashley Davis  
Tamara Keller  
Vicki Green  
Christine Woods  
Joseph Natishak  
Maryellen &  
Domenick Camorote

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

## November 2013: Top 10 Retailers

1. Stacey Pfohl, TX
2. Jean Morgan, DE
3. Tom Ruzinok, IL
4. Renee Day, KS CAN
5. Jennifer Mohrhard, MO
6. Lynn Siegrist, AB CAN
7. Vicki Green, WA
8. Carolyn McLain, AZ
9. Jennifer Plut, NJ
10. Julie Neuburger, GA

## Top 15 Selling Candles in December 2012

1. Christmas Pine
2. Sweet Orange & Chili Pepper
3. Hot Apple Pie
4. Home for Christmas
5. Chili Vanilli
6. Grandma's Kitchen
7. French Vanilla
8. Angel Wings
9. Snow Place Like Home
10. Apple Cinnamon
11. Sex on the Beach
12. Mulberry Spice
13. Creme Brulee
14. Very Berry Christmas
15. Spiced Cranberry

## Next Month's Autoship



**Moroccan Nights**

**Upcoming Autoship Scents**

February – Fresh Laundry	March - Lilac	April – Bamboo Rain
May – Bugs No More	June – Melon Margarita	July – Cucumber Melon
August – Ordor No More	September – Harvest Time	October – Cinnamon Raisin Bun
November – Home for Christmas	December – Hot Apple Pie	