

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



December 2014

Volume 14, Issue 12

This Month's Autoship: Hot Apple Pie

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Don't Let the Holidays Slow Your Business Growth!

With Christmas approaching and people scurrying around and so busy, DON'T stop working your business! Keep the momentum up into 2015. There is no way I can go through ONE day, without working my business somehow. That is SO important.

Now I am not saying shove your business down everyone at your Christmas parties and family gatherings... no way! Not that at all. THAT is the time to think about the reason for the season and spend time with loved ones. BUT, you can have your beautiful Home for Christmas candle going in the living room when they come in and your hand wash and lotion in your bathroom for your guests to use along with a melter and Mia Melts.

SHOW them you are serious about your business... be a product of the product... so important.

When someone asks what you been up to or asks about the beautiful scent going or the awesome candle you gave them as a gift, keep it short and simple and just say something like ... "glad you like it! That is the candle from my Mia Bella business!" and leave it at that. If they ask more, then go ahead and answer, be excited and just tell them you will get with them after the holidays and show them a few things. Your family and friends NEED to see you are serious about your business too.

Be a product of the product... instead of buying at the local Walmart, give a candle as a gift from your business. They will just love it.. shop from your own store!!!

Alison Boers

Clearance Section Has Surprises!

With the clearance section we have, in a sense, empowered another set of buyers with the decision making process and we have been very pleasantly surprised by the results.

Several of our "low sellers" have become top sellers on the clearance site. The best example would be "Cinnamon Tea" which has sold at a far brisker pace than when it was in the regular section.

Studies show that a clearance section can also increase regular priced items whether in a bricks and mortar store or an online store and no greater example of this is the annual Black Friday event where people go out in hordes to get the "deals" but at the same time buy out just about everything else in the stores!!!

Although we always get a handful of distributors who bemoan the "loss" of a candle previously retired and now placed on "clearance" the advantage to this method is in clearing out scents so that they are out of sight and out of mind long enough to give them the potential for a comeback!

Top selling scents do cycle! When we started Scent-Sations the top 20 scents were completely different than today's and some of those top 20 no longer even exist in the current catalog. Other scents "cycled" in and went to the top...and we also know that over time some of them will also fall out of favor, possibly due to a resurgence of a scent that had been retired in the past!

The key to this kind of cycling is to get the retired scent "out of stock" so that it can come back fresh and new. We believe that the online clearance section will help greatly in this!

Rae Newell Loves Mia Bella's!!!



Like many, I got very excited about the 'Show on the Go', this fall. I talked with many people and ran ads on local 'For Sale, Trade, Swap' types of sites. I met many wonderful people, who hosted many 'Shows on the Go'! It's been a lot of fun. "The relationships I've grown - with the 'Show on the Go', have been phenomenal!

Here are comments from a gal, of whom I remember her telling me from the very first delivery of the 'Show on the Go" bag, that she had never done anything like this! She has truly shown her enthusiasm of our product, while sharing it with others.. Congratulations, Rae, you are amazing..

Rae Newell is from a small town in Central Maine. She says: 'I love the Mia Bella's. It's fun and it makes the house smell good! I am glad I responded to your ad, it was one of the best things I've done! I've learned new things, self confidence, better people skills, as well as new and improved skills such as math and communication!'

Thanks Rae! I am grateful for having met you!

Paula Bishop

Show Sales Were Over \$2,000!



I sold this beauty tonight, and almost \$2000 in other products!

This is our 5th year at this show. There are people who come just to find us there and stock up on candles for the next year! This kind of business is built over time - and it's so fun to see familiar faces year after year

Tamara Keller

Signature Series - Midnight Ride

New Distributors Finding Fast Success!

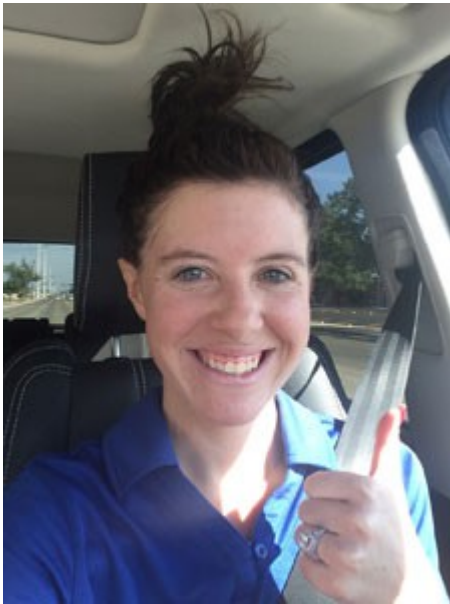
I just got my starter pack and extra candles that I ordered last Wednesday. I am so excited. Took 3 signature candles in to work and sold them quickly. another girl ordered 4 candles from me and another won't get paid till Saturday so she is doing an online order. Can you tell I am only a little excited.

Donna Salzbach

From Alison Boers:

“Shout out congratulations to brand new distributor, Cinda Bogue, for an AMAZING \$500 order her first week in the business! Cinda also has another great order coming in the works for December. Cinda is out there talking the talk and walking the walk.. putting candles and catalogs in front of everyone she is talking to wherever she goes! Keep doing what your doing Cinda and you will have an incredible business with Mia Bella. Great job!”

It's A Lifestyle!



A couple of weeks ago I jumped off my horse at 3:20 after an hour-long lesson in the 95 degree heat.

Covered in horse hair and slobber, and armed with nothing but my SOTG Bag and sweaty helmet hair, I drove across town to meet a busy Mom at her kids' school. We were supposed to meet at 3:40.

She's parked on the curb, waiting for school to get out, so we stood in the middle of the street for 10 minutes while I explained how the SOTG works and showed her everything in the bag.

She said she's been "waiting and waiting" for her show to start. She was SO excited!!

She asked about the business opportunity, and is anxious to hear more when her show is over.

There is NO WAY this busy lady would have had time to do a home party this week.

And there is NO WAY I could have shown up at a home party in disgusting horse clothes. When we say "It's a lifestyle, not a home party." WE MEAN IT!!!!

Jordan Maylea Ramirez

Show on the Go is Working!

"My mom called to let me know that her neighbor wanted a catalog and order form. I took my SOTG with me....just in case. While I was showing one neighbor some scent samples and a catalog another neighbor came out and walked off with the SOTG!"

Melissa Banta

"I stopped at the printers to get my labels and asked if she would like an SOTG. She said yes!!! I left it with her and now have to go and make up another one!!!"

Linda Lunt Morrison

“A friend of mine who's show started last week owns a horse barn... not the same barn I ride at, so a completely different group of people than the ones I see each day. A few days ago I went out to visit her and there were two people sitting in the barn placing their orders when I walked in.

I also had a previous SOTG hostess send me a message asking for a Home for Christmas candle today. I happened to have one in stock, so I set it out on the front porch for her.... when I checked back an hour later, the candle was gone and there was a check under the door mat.

Kind of like the tooth fairy. Only better!”

Jordan Maylea Ramirez

“My husband, Jeff, did his own Show on the Go at work last week. Came home last night with \$313 worth of orders! So proud of him!”

Alison Boers

“Here is an email I received from one of my Show on the Go hostesses that was doing a second show. She sent this to all her friends. She burned another brand candle but now loves ours.”

"I was so impressed by my first order of the Mia Bella products that I couldn't resist wanting more! The scents and colors are awesome... and the sculptured candles are truly beautiful. I've never seen anything like them!"

Jessie Rudick

“Just received this message from one of my show on the go hostesses:

I want to start my own Mia Bella business how do I get started!!!”

Molly B Calvert

“Both my show on the go parties ended today. One hostess hit \$432.00 before shipping and tax. Awesome! my other Hostess is pretty up set she only received one order a 16oz jar. I explained to her sometimes that happens not every show is going to turn out great. She wants to try again after the Holidays. I had told her next time to set a goal for herself, things seem to happen when you have goals in your life!”

Debby Bradbury

“I have a SOTG that has gone out of town and the hostess and her daughter love everything that is in the bag. She has only had the bag since Thurs and has already received some orders. She is thinking about coming onboard as a distributor!”

Lisa A Alford

“SOTG is such a wonderful tool for building our business. I was just looking at my downline. I have sponsored five by using this system. After getting their orders, they join, and then put in the orders themselves. I sponsored one in Oct, and four in Nov. by using this method. I have one more working on it. Isn't this a great system????”

Linda Lunt Morrison

Mia Bella's Testimonials!

“I just wanted to say, which we all already know, Our Candles are the BEST!! I had just gotten home from work and as I was unlocking my front door, an Awesome scent "hit" me. I was confused because no one at home lights a candle or turns on a melt with me telling them to; anyway I was looking around like I was crazy thinking who's burning my candle? Well it wasn't from my house, but from my neighbor's house. Angel Wings, such an awesome scent. Well I find out today that it wasn't even lit. The power of Mia Bella's scented candles. Love this amazing Company!!”

Nidza Negron

“I have been buying Mia Bella candles for a few years, thru Sue Harrington of Scented Comfort. I love the clean scents and long burning candle life. My favorites, (I cannot just list one), are Slate & Stone, Sweet Orange Chili Peppers, Fresh Linen, & Cinnamon Bella Buns.”

Karen Todd

“Oh my goodness!! I ordered my start up kit Saturday (Nov. 22nd), I got it today (Wednesday, Nov. 26)! As soon as I opened the box, I got hit with hot apple pie! Yum, my house smells so good. I can't believe the smell from such little candles!”

Geneva Libby

My Custom Bella Baskets are A Hit!



I decided I wanted to provide something different for my vendor shows. I put together baskets with Mia Bella product and other various goodies. Customers are excited about a ready made gift. I posted pictures via social media and sold 2 baskets immediately! I also have order forms that I take to my shows so people can custom order baskets. I provide baskets at 4 main price points, and they seem to be a big hit!

Lyndsey Amestoy Archila

“The Long Scent of the Law!”

My brother in law is a police officer. He took my candles to work with him to his precinct... one of the cops bought a hot apple pie candle. He took the lid off to smell it and never put it back on, as a result his entire office smelled great and it wasn't even burning! 17 more candles were purchased that day!

Dawn DeMarco

125 Candles Sold at Fundraiser!



My middle school student council consisting of 11 girls from grades 6-8 sold a total of 126 candles. If you might recall I was going to give them all of the profit and they took in a little over \$900.00. I was very proud of them and they had a great time. They committed to each sell 10 and only 2 didn't make their quota but my top seller sold 26.

Nedra Bohannon

\$625 Custom Label Order!

“I closed out another custom label order today for 24 jars... a \$625 order with free shipping and I covered the cost of the design fee. Again, not bad for a half hour of work!!!”

Jordan Maylea Ramirez

My Upline Leaders are Making ME BRAVE!

I am 72 and I have tried network marketing several times before. But, my sponsor (Cathy Mahady), Kathy Schneider, our CEO Robert Scocozzo, and other leaders inspire me more than ever!

I am usually very shy and not forward or bold at all. I usually want to "fade into the wall paper".

But, today when I went into town for groceries, I decided to take my samples, a half-burned candle, and some catalogs with me.

I got BRAVE and stopped in at the largest pharmacy/gift store in our town. At first, she pointed to all the huge lot of candles they already have on their shelves (including Yankee) and she stated that she didn't see how they could place anymore candles on their shelves. So.... I got BRAVE and suggested that she just take one of my samples and maybe look over the catalog for FUTURE reference. She did! She actually smiled and wished me well! So, maybe there's hope for doing future sales with her!

But, I am almost in shock at how brave I was. I think it is because of my sponsor (Cathy Mahady), Kathy Schneider, our CEO Robert Scocozzo, and other leaders' inspiration and leadership. Also, the fact that I LOVE Mia Bella candles so much, that I am PROUD of the business I'm in now. I just wish I had ventured into this business years earlier!

Ann Heinrichs

\$360 In Sales In Two Hours

Monday 11/3 was my vendor event and due to the fact that I was released from the hospital that afternoon at 3pm and my event was at 6pm. My darling daughter Jenna with the help of my Mother in Law, my Sister in Law, and one of my Sister's and Nieces did the event for me. I tried to sit quietly in a chair and let them do their magic! LOL

My 14 yr. old daughter Jenna, got up and did a presentation about the candles and she did an amazing job, I was so proud of her!! She ended up doing almost \$360.00 in sales in the 2 hours.

Kristy Butts

\$300 In Sales... Not a Bad Way to Spend an Afternoon!

Back from spending the afternoon sharing Mia Bella - it was a very small Country Booth, was a free set up since it was the First year and she wasn't sure how many would come - Sold over \$300 in candles and will be signing up a gal this week NOT a bad way to spend an afternoon!

Cheryl Hill

First Holiday Show Was a Success!

First Holiday show of the season for me turned out better then I was expecting. \$145 in sales, and order for a candle, and 2 booked home shows. Not a bad start for my bazaar/holiday fairs of the season. 2 more to go one on 11/29 and one on 12/6. The home shows are 12/14 and 1/17. I love sharing these awesome candles with people!

Layne Brown Townsend

Customized Label Fundraiser Raises \$286



My friend Rima was putting a 5K Run to benefit the Epilepsy Foundation of NC. She and her daughter suffer from epilepsy, so this is something very close to home for her. I am a runner and we run in the same group.

I asked Mike to create a custom label for me. Showed it to her and she loved it. I ordered the candles and started the fundraiser. We raised \$286!

Denis Coruzi

Welcome Shirley Saguid-Valenzuela!!!!

Shirley visited my table at the craft fair and informed me that she loves candles but she had never heard of my company. She smelled all the fragrances I had displayed there was kind of skeptical but she purchased the 16 oz. Cinnamon Raisin Bun and I gave her my business card with my information and website on it, she went home and burned her candle.

The next morning about 9:00 a.m. I received a telephone call and I didn't recognize the number but I answered it anyway. She informed me that she loved the candle and she had read everything on my website and she wanted to sign up. I made an appointment went to meet her and explained everything to her and she signed up and has been on fire every since.

Netria S. Haywood

Looking to Buy a "Chili Pepper!"

"I had a fun call tonight... a guy wanting to buy a Chili Pepper! His wife has only an inch left and was refusing to burn it cause she feared never getting one again. He was so excited to find me, so he could surprise her with this "treasure!"

Cathy Mahady

Your FORTUNE is in the FOLLOW-UP!

I had a phone call tonight from a gal I met 15 months ago at a small trade fair. She ordered candles for the first time for herself, her mom and her girlfriend.

Why did she call me? Because I had nurtured a relationship with her after I met her - contacting her a couple of times, offering her to look at the business (which she did, and the timing wasn't right for her). She kept my info despite us not having spoken for about 6 months, and she had come across Mia Bella's at another event this fall which sparked her memory to call me to place an order.

It's not enough just to be nice at an event. Give folks a call! Extend the offer to look at the business. Nurture that relationship. Good things are coming your way!

Tamara Leisle Keller

Congratulations to This Month's Rank Advancements

Cheryl Hill – Double Diamond Distributor

Linda Morrison – 2K 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

Stacey Pfohl	Karen Deuschle	Nedra Bohannon	Heather Findlay
Julie Hanson	Gregory Mello	Perfect Flame	Flicker Scents
Cynthia McJordan	Sharon Trachsel	Randy Smith	Layne Townsend
Sarah Stumpf	Christine Pennino	Patti Jackloski	Lucinda Bogue
Kimberly McHenry Carney	Robert Ramirez	Jane Bowker	Stacy French
Faye Miller	Connie Danelson	Bobbi Jo Enstad	Berta Jones
Milisa Lehman	Curtiss Chesnut	Linda Carr	Joseph Capuozzo
Tracie Hyatt	William Mitchell	Paula Andrews	Dianne Revolinski
Lisa Meiluta	Lisa Alford	Sherry Fogg-Arnold	Audrey Jacobs
MaeBelle Walters	Julie Drusko	Bridgette Payton	Jessie Rudick
William Morrison	Colleen Fast	Therese L. Martel	Chelsey Barron
William Moseley	Theresa Calhoun	Amy Markle	Ron King
Free Enterprizes Inc	Tracy Russell	Cynthia Runyan	Stephen Autieri
Barbara Zak	Norman Wray	Jackie & Cindy Jaroslowski	Terri Mease
Susan Cortes	Paula Bishop	Holly Pritchett	Jocelyn Faller

Mary Vanvliet

\$300 Club

Dawn Rohlik	Shari Shears	Kimberly Severance	Linda Rigsby
September Evans	Alternative Eating	Carolyn McLain	Tamara Keller
Erick B Jones	Susan Tonniges	Rebecca Terrill	Karen Mosset
Shirley Saguid-Valenzuela	Veronica Walter	Lynn Kocik (Bianco)	Lisa Rueb
Randall Henarie	Sharon Umphred	Diane Cline	Cordell Farm & Ranch Sore, Inc.
Marie Claire Gifts	Pearl Gain	Beverly Moore	Kathleen Pouliot
Amorette Harrell	Jane Griffin	Patti Or Calvin Felix	Sara Garcia
Villa Laguna Art	Stephen Bishop	Bobbie Timm	Cynthia Phillips
Exclusive Gift Consulting	Marianna Morales	Shannen Elliott	

\$200 Club

Kathleen Puckhaber	Amelia Zappa	Chuck Schlader	Carissa Gallaher
Lorraine Hower	Sylvia Grimes-Myrie	Rita Piche	Donna Ebell
Pam McNulty	Debra Dasher	Jessica Miller	Judy Bogdonovich
Lourdes Garcia	Lora Jones	Marilyn Birt	Diana Franzi
Wendy Adamson	Tamika Hill	Minnette Wright	Carrie Finson

Martha Walters	Brenda & Jeff Farmer	Martha Carriere	Nikki Johnson
Sharon Pavey	Alison Boers	Dawn Chaffin	Rebecca Froelich
Jerri Alexander	Annette Larsen	Carol Boor	Shirley Graff
Chantelle Smalley	Paul Gomberg	Mavis Moe	Marleau Peterson
Linda Martinez	Brenda Lamb	Andrea Dobrowolski	Tammy Musselman
Sherita Bowie	Alphonso Ruffin	Mardella Axe	Shelley Fukushima
Angela Potts	Jo Ellyn Ruscigno	Angela Friedel	Dona Thompson
Shannon Dawson	Debra Falcioni	Laura Nonemaker	Cheryl Hill
Scott Olson	Tamera Manahan	Cecilia Sayre	Maria I Fonseca
Mildred Holland	Kelly Flanagan	Judy Habbart	Andrea Denton
Sarah Wilber	Amanda Fleury	Natalie McKinley	Daystar Boutique,Inc.
Michele/Joe Thatcher	Lisa Winkler	Stephanie Partridge	Loretta Zazo
	Susie Klunder	Teresa Willis Kellogg	

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 2014.

Stacey Pfohl

Ron King

Sharon Trachsel

Miranda McKenzie

Heather Findlay

Lisa Hayter

Flicker Scents

Top Sponsoring Distributors for November



Alison Boers

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



Linda Morrison
Stacey Pfohl
Gerald Horn

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



Tracy Russell
Cynthia Suchowacki
Kristy Butts
Jacquelyn Snell
Sharon Williams
Paula Bishop
Tracey Gilmore

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

November 2014: Top 10 Retailers

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

1. Stacey Pfohl, TX
2. Sharon Trachsel, WI
3. Marie Claire Pomponio, NJ
4. Martha Walters, FL
5. September Evans, MI
6. Jessie Rudick, AZ
7. Emily Jensen, MO
8. Jessica Miller, PA
9. Loretta Zazo, MD
10. Sarah Wilber, CO

Top 15 Selling Candles in January 2014

1. Sweet Orange & Chili Pepper
2. Chili Vanilli
3. Sex on the Beach
4. Odor – No More
5. Hot Apple Pie
6. French Vanilla
7. Angel Wings
8. Apple Cinnamon
9. Moroccan Nights
10. Blueberry Muffin
11. Oranges & Clove
12. Grandma's Kitchen
13. Banana Nut Bread
14. Green Tea
15. Creme Brulee

Next Month's Autoship



Twilight

Upcoming Autoship Scents

February – Fresh Laundry	March – Lilac	April – Angel Wings
May – Sex on the Beach	June – Melon Margarita	July – Peach & Papaya
August – Fresh Apple	September – Creme Brulee	October – Cinnamon Raisin Bun
November – Holiday Memories	December – Hot Apple Pie	