

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



February 2014

Volume 14, Issue 2

This Month's Autoship: Fresh Laundry

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Kick Start 2014 Training in Dallas, Texas!



Some of the distributors who attended the Dallas Meet and Greet

CEO Bob Scocozzo and VP Charlie Umphred, met with distributors and guests in Dallas, Texas for a Saturday Kick Start 2014 Opportunity and Training event.

Several workshops were presented along with CEO Bob Scocozzo unveiling the following new products: Country Home and Country Living Candles , Country Home and Country Living Simmer Pots, Country Home and Country Living Designer Melts and Classic Design Raspberry Sherbet in 16 oz, 9 oz, and Melts!

“We had a great time and can't wait to come back to Dallas, Texas. This area is going to grow now that we have such great leadership here!” said VP Charlie Umphred

"It turned out to be a fantastic day at the Embassy Suites, visiting with my cousin, Charlie Umphred and all of the great distributors. My wife, Sharon and I are so glad we spent the day there. Lots of exciting new products, great business training, and Sharon and I walked away the big winners with multiple prizes, including a free trip to the corporate convention in PA in July. This was exactly what we needed to get the business going again."

Bob Umphred

“At FLING last year I was excited as Bobby, Charlie and Carmen unveiled the new products. But being new I didn't really "get" the excitement in the room. In Dallas when the new products were announced, I "got" it. Before the items made it around the room, in my head my order was already completed, scent samples made and customers I wanted to show these items were on my list.

At FLING last year, we listened to different marketing ideas that were fabulous. But once again because I hadn't been in long I didn't "get" how well they would work. In Dallas, after Kim's presentation I "got" it. New bags made within the first 24 hours of arriving home.

At FLING last year, Roger and I talked about all the ideas and made plans and followed through at our pace. After Dallas, I "got" it. We have plans on paper, lists of people to call/visit, etc.

These are just a few of the things I "got" in Dallas.

Am I saying the Dallas event was better than FLING? Absolutely not! But I am saying that as wonderful and exciting as FLING was last summer, many of the things I needed to "get" required some experience in the field. Dallas took all those things I'd heard at FLING, restated them and by golly "I GOT IT!" And what is it I GOT? I GOT THE FIRE BURNIN' IN ME!"

Marilyn Williams

“You know, it really doesn't matter how many Scent-Sations events I attend, each and every one of them is different, and well worth the time and effort I went to in order to be there!

It's such a great time seeing old friends and making new ones, and a person should always take advantage of the chance to see Bobby and Charlie face to face whenever possible. Those two are so FULL of great information and so much fun to be around!

The Dallas event lived up to every expectation I had. I met so many interesting new friends, and reconnecting with others I've met at other events is always special. The training was fantastic, I came away with MANY new ideas for working my business. Just 2 days later and I've already implemented one that's proving to be a very nice addition to my previous marketing efforts... it's already generating interest from the people I'm exposing to it!

If you've not been to an event yet, make EVERY effort to be at one in the very near future, you'll be glad you did!

Tracey Gilmore

“Before the meeting I really didn't know what to expect. I knew it was going to be great but as the day went on, it just kept getting better and better! I really enjoyed meeting and visiting with everyone. I learned something about my core values, how to be more creative with my scent samples and the awesome direction in which Scent-Sations is headed in the next several years. I definitely want to be a part of that!”

Bruce Travis

I'm so excited after coming back home from the Scent-sations Dallas Kick Start 2014 meeting. Although it was only a day of training we packed lots of training and encouragement into that day.

As we were driving home and talking, my husband was also enthusiastic about "exposing" our business to more people.

It was so much fun to connect with other Scent-sation family members in such an intimate setting.

Leaving at the end of the day phrases were echoing in my mind such as "Smell my business, our sample scent packets are powdered gold, V+C=P, focus, quit my job, and stick your nose into my business". But more importantly were the feelings and emotions that I walked away with such as Enthusiasm, Support, Excitement, Cohesive Thoughts, Unity and TEAM!

You may not think you can learn much in one day. However, if you enter in with a mindset of being a sponge, listening to every word and soaking up every emotion you will leave with a heart and mind FULL and ready for action!

Kim Steadman

On Friday February 7th, my husband Randy and I headed to Dallas TX for the Scent-Sations Regional Event. That evening we met other distributors along with Bobby, Charlie and Michael in the hotel lobby for a casual get-together and then headed to a Restaurant for dinner. It was nice to be able to visit for awhile before the business part of the trip began the next morning.

The next morning we again visited with other distributors at breakfast before going to the Meeting room for the days events. The morning started with the introduction of new products. I love the new “Raspberry Smoothie” scent and can't wait to see the other scents in the new “Smoothie” line. The hand painted simmer pots were a huge hit! After the presentation of new products, the training started. We heard about fundraisers, goal-setting and gifting among other topics. Charlie talked about the company compensation plan and

how it works. Makes much more sense now!

That evening several of us met for dinner again and then went over to the Bass Pro Shop which was connected to the hotel by a walkway. Who would have thought you could have so much fun in Bass Pro Shop? I still can't believe Kathy, Tracey and Jordan got me to wear a goose on my head! We also picked out a pontoon party boat that we are trying to talk Bobby into buying for the company.

We had a lot of fun (like we always do) and we learned a lot (like we also do too). I came back with some new ideas (love the holiday gifting idea) that I am anxious to put into motion. For anyone who is hesitant to attend events like this – don't be. You will get so much out attending – both educational and fun. Looking forward to Fling and maybe some events between now and then!

Christina Henarie

Kathy Schneider Enjoying Her Car Bonus



Back in 2008, we pulled out paper and pen to thank Scent-Sations for our family's 'fun' car... a BMW convertible that was possible only because of the Car Bonus that we earned from our 'little candle business'. That was a fabulous time for our family. The kids had such fun 'test driving' cars as we shopped for one we all loved and one we would all fit in at the same time!

Well, jump ahead to 2013, it was now time to 'shop' for our 16 year old son's first car! WOW! They sure grow up fast. Well, he remembered the BMW 'fun' car and his heart was set on something similar yet more his 'style'.

After months of looking at a variety of options, he was out running errands with his big sister Jordan one day and together they took a Camaro for a test drive... he fell in love and once again, because of our 'little candle business'... it was possible!

Thank you Bobby, Charlie, Carmen and Lynn... because of your dream years ago, we've been able to provide our son, Clayton with the car of his dreams!

Jimmy and Kathy Schneider

Visibility + Credibility = Profitability!!

Visibility is what we focused on this weekend... if you want to get the PROFIT up, you've gotta get your marketing in front of MORE EYEBALLS.

The company, the products and the tools we offer all take care of the Credibility.

As a distributor, it's our job to get the Visibility up there! That's what we get paid to do...

So if you aren't happy with your PROFIT, go to work on your Visibility You can have the best product and opportunity in the world... doesn't matter if no one sees it!"

Jordan Ramirez (At Dallas Training Event)

Stripped Down and Exposed

I bet that got your attention! The more I've thought about a little marketing technique I'm using, the more I've realized that it is feeding these two basic marketing criteria.

The key to building our business (and any business) is keeping it to the Basics (Stripped Down) and Exposing it to others.

One of the biggest things I see distributors struggle with is keeping it simple when it comes to the "smell and sell" idea.

Here is a little marketing technique I shared with others at the Dallas Kick Start 2014 event in February.

As with any successful business you have the 4P's of Marketing that must be applied.

Product, Price, Place and Promote. With Scent-sations we have the Product (Mia Bella Candles). We also have the suggested Price we should sell the product. We also have a Place to sell. We actually have TWO since we can sell in our online store or personally marketing the product. The only variable left in the 4 P's of Marketing is Promotion.

The real truth to getting more sales and growing your Scent-sations business is getting the smell under noses which means you have to expose it to others. In the retail world, Holidays are a perfect time to build your business for retail sales. However, you don't have to wait for the standard "red letter" days on your calendar to come up with a long list days and reasons to "celebrate" your product. Did you know there are Holidays than the ones listed on your calendar?

Go to a website such as <http://holidayinsights.com/moreholidays>

Here you will find a long list month by month of Bizarre, Wacky and Unique holidays.

Holidays such as National Pie Month, Fortune Cookie Day, Eat a Pizza Day, National Hot Dog Month and the list goes on and on. There are at least 6 "National Month" per months and a special "day" for every day of the month! Think of all the marketing ideas and days that are at your fingertips.

So, you may ask, what exactly do I do with this information?

You simply take advantage of these fun, celebration days to hand out scent-packets to help you "celebrate" the day or month you have chosen.

Let's say you've decided to market "National Pie Month" and you even want to make it more fun you promote a scent that "matches" the holiday such as Hot Apple Pie.

You simply make lots of scent packet samples with your contact information on the front and your scent packet information on the back. When you meet someone, just a quick "Hi! I sell candles and I'm celebrating National Pie Month. Here is a little gift for you!" and hand them the scent-packet is all that's needed.

This is a very easy, "non-threatening" way to simply "smell and sell" without asking for any commitments and without taking up too much time. Expose, Expose, Expose with the simple and stripped down basics of SMELL.

You may be concerned about the cost. Cost and "not having enough money" is something I hear new distributors struggle with all the time. Let's face it, most folks get into their Scent-sations business because they NEED money so they may not have a lot of extra cash to buy jars for Loaner Jars or Melts to give away.

Here is the simple math.

When you can decide to invest \$6.25 per 6 pack of votives, packages of 2 x 3 ziplock baggies, and address labels to print for the front and back of your packets you can easily invest about only \$7.92 a MONTH for 72 sample packet "gifts" in order to expose your

business. Of course, if you attach your business card it ups the cost per “gift”. However, my mindset was finding a cost effective way and a FUN way to help new (and old) distributors expose their business. I bet you can find \$7.92 cents a month if you give up the Starbucks, vending machines and sodas alone! Stick to PB&J or bologna sandwiches for lunch.

Let's face it folks, our SECRET sales tactic is “All in the jar or the bag” because it's the phenomenal scent of our candles! The key to your business growth is getting that smell under NOSES.

Whose ready to Strip Down and Expose their business with me? <wink wink>

Kim Steadman (At Dallas Training Event)

Pay Pal Is Now Available

Scent-Sations Inc has added PayPal as a payment option for you on your online store. It is now available to distributors and their customers!

This is very exciting news since research has shown that PayPal is used in approximately 60% of online transactions, and now your customers have that option for paying for their orders as well! Simply adding that as a payment options should boost your retail sales... couple that with you promoting that fact should really increase your retail sales!

We have ALSO added PayPal as a payment option for you in the Back Office for your orders! This also gives YOU the ability to pay for your distributor wholesale orders with PayPal as well. Just another feature for you to help grow your business!

Odor No More A Huge Hit!



“I can't keep “Odor No More” in stock! And they keep coming back for more!! A friend of mine bought a house that covered in animal urine so bad that we couldn't work in it. I gave her one if those candles for a house warming gift and we were able to work in the house after 5 months of it burning. It literally sucked the bad odors out of the air. LOVE IT AND SO DO THE CUSTOMERS! Good luck!! “

Carrie Lindgren Horton

I love the “Odor No More” melts. I keep my simmer pot where the litter box is and it really does get rid of the odor. One of my cats leaves a lot of odor and it eliminates it.

Kathy Greene Kagey

“Odor No More” is one of my all time favorites and my customers ALWAYS ask and buy that scent!”

Cheryl Hill

So Now I'm REALLY Excited!

A friend in Texas who I met on Facebook, asked for catalogs last week. I sent her 5 catalogs and talked to her about doing pre orders for her start up package and to go ahead and earn extra cash. She loved the idea!

She received the catalogs SATURDAY- today I received a text saying: "I made my first sale today!" Thinking in my head- that's awesome- she ONE UPS it and says-" one distributor and 3 candle orders....and I only showed 2 people the catalogs!" I LITERALLY JUMPED UP AND DOWN. She then says, "let's get a game plan together within the next day or two because I want to make this time in network marketing BIG!!"

So talk to new people about doing the PRE ORDERing option on their start up kits, it WORKS! She's going to be a ROCKSTAR and I can not wait to see her on stage at FLING

Cheryl Klinker

My Experiences of Recruiting Locally

First let me say that for those of you afraid it will take away from your own customer's that is a myth.

Often I have heard people in this and other businesses say, “Why would I want team mates in my own community?” That is the craziest thing I’ve ever heard. “WHY NOT” is my question.

What's better than being close and involved in your team mate's success?

I have 6 team mates within 10 miles of me, and we all know different people.

But, let's get to the nuts and bolts of building a local team.

1) Having local team mates means you can; work closely with training, arrange and attend their business launch, and help them schedule and work with them on their first three home parties.

2) Building local means coming out of your comfort zone. After they express interest I now just ask people, "When can we get together to chat"? Not many are going to turn you down. However, my last three team mates came to ME and asked for information. I then teach my team mates how to prospect within their own circle of friends.

In my seven years with the company, my longest standing team mates have been my local ones. And, most of those are from my warm market. I have recruited through ads through papers, the internet and calling countless leads, but I still find I am most comfortable and have the greatest success being "Belly to Belly" with a prospect.

I am currently working with 7 warm market local people. Two of those are store owners who want to be Distributors in lieu of Vendors because they see the potential of being a business builder.

This method may not be for everyone, it's what works best for me.

Jennie Horn

Let Your Customers Get You Business!

Gift certificates. What an idea!

A customer buys a gift certificate from you and gives that gift certificate to a "brand new" prospect who becomes your customer. Your customers are actually prospecting and networking for you.

So do anything you can to get a gift certificate into your customers' hands.

Maybe you have to discount your product or service, or even give an extra bonus or gift to induce your customer to purchase the gift certificate. Maybe you have to pay \$5 out of your pocket to make the gift certificate a great value. So what?

Your investment is a very, very inexpensive way to prospect. Much cheaper than advertising. If you're not using gift certificates now, why not start today?

Darren Sanford

Building a Home Business is Like Learning to Make Cookies



While teaching my 10 year old daughter how to make cookies, I am amazed at how similar this process is to my home business coaching. She starts out with such enthusiasm and excitement to learn something new, to be able to do it herself. Just like the new distributor who is starting their new home business.

We move through the basics of the step by step process that reading a cookie recipe requires. But my daughter wants to jump ahead and fails to read each step, missing something important along the way. Tasty cookies don't come when important information is not learned... and applied. Missing just one step or one ingredient can lead to an unfortunate failure. Similarly, this is why we set up business training that requires the new business owner to not progress onto the next step until the previous steps are studied and implemented.

In giving it her best inexperienced effort, she makes a mess. Fudge frosting on the wall, sugar on the floor, and flour that has totally missed the mixing bowl. While first enjoying the novel process, she quickly assesses once into the heart of the activity, that she isn't very good at this and inaccurately determines that it is not ever going to work out. She wants to compare her skills and abilities with her more experienced mom.

As a result, she goes to sit down, aka, quit. Without the prompts and advice from mom, aka the coach, she would have given up. While early in the coaching process, it takes someone more knowledgeable and experienced to pull the new baker, aka new distributor, out of this initial fear and disappointment and help them to see that the outcome will be well worth the effort, despite the messy start.

Imagine if we all had stopped making cookies just because we weren't very good in the beginning. We would never know the ultimate pleasure of enjoying the cookies that have become such a part of our holiday traditions. Practicing the skills, again and again, moves us away from the feelings of inadequacy and fear that first envelops us as a new baker. Similarly, a business coach has to be apt at not allowing the new home business owner to get derailed by their initial inexperience, ineffectiveness, and disappointment in their abilities.

Through the coaching, my daughter jumps back into the game and regains a sense of anticipation of the outcome. But later she grows bored with doing the same thing and wants to know if she can change things up by adding brown sugar to the white sugar and cinnamon. While this may work and not create a complete disaster, it is not following the steps outlined by the recipe.

This similarly is a problem that many business coaches encounter with their distributors who become bored with the mundane. It's easy for the new home business owner to want to do something comparable by trying to come up with ways they think may be better than what has been prescribed by the business coach. Isn't variety the spice of life? Maybe

Just as in business, cookie making takes time and has lulls while waiting for a batch of cookies to finish baking. My daughter gets easily distracted by the lure of the iPad and games that seem more exciting than watching dough rise. Correlatively, the new (and even older) distributor needs to be pulled back into the process and encouraged to stay focused, even when there is no reward yet.

Once the cookies are complete and she gets to partake in the goodies of her efforts, she is so satisfied with the outcome and exclaims how delicious the cookies are. Without a backward look at the mess, the feeling of inadequacy, the boredom of the repetition, or the long wait for the outcome that brought her to the ultimate end, she is pleased. She is proud of the new skill she has learned...not yet mastered, but learned well enough that the outcome is success! With each successive attempt, she will master the technique and will be able to complete the process without coaching. And then one day she will be able to teach the skill to others and carry on the tradition with her own family. Similarly, the new business owner does the same!

Cathy Mahady

Candles Smell So Good You'll Reach For a Spoon

I understand that as a distributor that you love feed back on the products we sell and how happy we are to be working for a great company and let me tell you today I have a wonderful story, the biggest smile on my face and the hardest chuckle ever!.

My husband has been in the hospital the past few days and stress levels were off the charts for me. So, today I got my Mia Bella products in the mail that I will be donating to my 2 charities this year...I was sorting each item out with great pride! To my surprise, my dog Milo kept going towards the Bakery Line stuff and really sniffing, so I say to my husband "Look, I think Milo wants to eat that candle(Hot Apple Pie)"! So in turn my husband says " Let me see that Hot Apple Pie".. I hand it to him and he says " Gosh why do they make these look so yummy"? My Response was " Smell it you will understand". So he lifts the lid ever so gingerly, stares at it and takes a huge sniff in, and replies " My gosh it smells like a Hot Apple Pie". I calmly said "yes it does," with a smile on my face! Then the unexpected happens...My husband sticks out his tongue and gingerly touches it to the side of the candle...I am laughing so hard I cannot contain myself...His next words are "OMG it tastes like one too"!!

Through the laughter and tears my "a ha" moment hits me, thanks to my husbands funniness. If they taste as good as they smell, I am going to tell people of my funny story and tell them as well to NOT eat the products, but that these are top of the line products..How

many candles can you honestly say that you sell, that smell so great, yet you "taste test them" and are like wow what is in these things that could make them taste exactly like the label states?? I have never had such an a ha moment! Through braveness or craziness or just plain old good times, I remembered why I love these products and am so happy to sell them!!!

I would never advise anyone to do a taste test nor put a candle to their mouth period, but I must say that I am part of a company that has the best that money can buy. Why buy from another candle company when you can fill your home with these wonderful scents for half of the competitors price??? I am going to shout this from the roof tops, once I stop laughing at my husbands insane taste test!!! Hope that you have a wonderful day Charlie and Bob and enjoyed my little bit of sharing! I am fairly new to the company, but this little moment today reminded me why I stand firmly against any Mia Bella product that I sell or even use myself!!

Traci Krousher

Hometown Heroes



My son is currently serving in Afghanistan and has been since Aug. of 2013. He scheduled to go back to Germany in April of this year and has done awesome during his 2 1/2 years in the Army. He was promoted to Sgt. on Jan 1 of this year. He loves his job very much and is now living his dream.

I am the proudest mom ever and support my son 100%.
HOOAH!!!!!!!!!!!!!!

Monica Craig

Congratulations to this Month's Rank Advancements

Linda Carr – 2K Diamond Distributor

Kristy Butts – Diamond+ Distributor
Anna Lynn Barnett – Diamond+ Distributor

Christine Garcia – Diamond Distributor
Jasmine Barnes – Diamond Distributor
Norman Cohen – Diamond Distributor

Personal Volume Club for January

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

\$400 Club

Heather Findlay

Scent For You

Mary Vanvliet

Stacey Pfohl

Kimberly Reed

Ron King

Sheehans Pharmacy

Jim Carr

Aline Westfall

Jennifer
Getzendanner

Alane King

Joanne Eberth

Florida Timeshare
Pro

Deanna Gagnon

Denise Caroline

Leslie Bangamba

Benjamin Grant

Nadine Goldwater

Felicia Stanford

The Triangle
Pharmacy

Daystar Boutique, Inc.

\$300 Club

Tamara Keller	H & M Herbs & Gifts	Flicker Scents	Esther Ropp
Jamie Tryan	Patti Jackloski	Edwin Green	Clayton Schneider
SJPF Inc.	Nila Kotlarich	Linda Carroll	Amber Strong
	Priscillia Pallin	Ralph Clayton	

\$200 Club

Kellene Vandorn	Lisa Rueb	Darlene Heverin	Kristy Butts
M. Diane Lawing	Karen Deuschle	Lori Stucker	Sharon Pavey
Amber Kirk	Elba Nazario	Lynn Siegrist	Patti Neslusan
Lisette Bouchard	Basilica of St. Michael	Amy Stonemetz	Nancy Kuffa
Carolyn McLain	Jackie Jaroslawski	Carolyn Manning	Randy Storrs
Mark & Kim Hinrichs	Richelle Lightner	Anna Lynn Barnett	Lana Tveiten
Peggy Cossey	Kristy Llerenas	Shirley & Dwight Haynes	Cheryl Trodella
Randy Reynolds	Alisha Clarkson	Robert Cory	Tracie Hyatt
Melinda Esau	Jacquelyn Snell	Bonnie Little	Audrey Davis
Mindy Woosley	Denise Smitty	Alfred Dentremont	Darren Sanford
Jack Mccutcheon			

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 2013.

Stacey Pfohl

Joseph Capuozzo

Heather Findlay

Sharon Trachsel

Kathleen Puckhaber

Ron King

Blake Radetsky

Lisette Bouchard

Susan Tonniges

Top Sponsoring Distributors for January



Anna Lynn Barnett
Kristy Butts

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



Bruce Travis
Joseph Natishak
Gerald Horn

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



Cathy Mahady
Jacquelyn Snell
Carol Boor
Jen Ouellette
Tracy Russell

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

January 2014: Top 10 Retailers

1. Stacey Pfohl, TX
2. Melinda Esau, IN
3. Darren Sanford, TN
4. Vicki Green, WA
5. Lucia Ferrara, PA
6. Peggy Cossey, CA
7. Chris Hargesheimer, WA
8. Aline Westfall, AB CAN
9. Jennifer Mohrhard, MO
10. Susan Stuhr, MA

Top 15 Selling Candles in March 2013

1. Sweet Orange & Chili Pepper
2. Odor No More
3. Chili Vanilli
4. Easter Hyacinth
5. Bugs No More
6. Lilac
7. Sex on the Beach
8. Angel Wings
9. Melon Margarita
10. Fresh Laundry
11. French Vanilla
12. Peach & Papaya
13. Bella's Irish Cream
14. Sandalwood & Vanilla
15. Bamboo Rain

Next Month's Autoship



Lilac

Upcoming Autoship Scents

April – Bamboo Rain	May – Bugs No More	June – Melon Margarita
July – Cucumber Melon	August – Order No More	September – Harvest Time
October – Cinnamon Raisin Bun	November – Home for Christmas	December – Hot Apple Pie