

Scent-Sations, Inc. Candle of the Month Newsletter

MIA BELLA NEWS

January 2012 Volume 10, Issue 1

This Month's Autoship: Fresh Laundry

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Introducing Two New Limited Edition Scents



This month we introduced two new limited edition scents: “Amore” and “Romance” Both scents are perfectly timed for that special “Valentine” in your life.

Several More 9 oz Candles Were Added in January

The new 9 oz Mia Bella candle was introduced at the end of November and the response from the field has been ecstatic! Because of the incredible success Scent-Sations introduced the following 9 oz candles to the menu:



Banana Nut Bread



Cinnamon Raisin Bun



Fresh Apple



Harvest Time



Honey Bee Vanilla



Mulberry Spice



Oranges & Clove



Sierra Woods

Your Scent-Team Website Now Offers Translation Service!

Now, when a prospect checks out your Scent-Team website they can access our new translation service in the upper right hand corner of the site. Arabic, French, Italian, Spanish, German and Portuguese are currently available!

“The translation part of the website is awesome!! I know this took the home team a LOT of work, but it’s great and VERY appreciated!! “

Kelly Drath

Congratulations to Our Top Ten Bahamas Vacation Winners



Joe Capuozzo
Christine Henarie
Nikkea Kayler
Michael LaRocque
Cheryl Pope

Ashley Davis
Cheryl Hill
John Keller
Jean Morgan
Maxine Quesseth



These winning distributors will be treated to an All Expenses Paid Vacation at "Bahamas Breezes All inclusive Resort" in the Bahamas in April 2012

A Lot Can Happen In a Day!

I cannot count how many times I repeated this sentiment to myself in December. Self-talk is so important, and this allowing statement enabled me to remove doubt from my mind many, many times. A lot CAN happen in a day. and a wee!. and a month!!

November I spent a lot of time being 'busy', but the results in my direct personal business growth hadn't reflected that effort. I was feeling a bit frustrated (can you relate to that?), and more than a bit tired as I headed into the final month of the year and all the "busy-ness" that Christmas entails. So for December I did something new: I invested some time on December 1 to identify exactly what I wanted over the next 30 days; then created my desire statements and allowing statements. And maybe even more importantly, I began my first ever gratitude journal (sound fancy? I purchased a small notebook from the dollar store, and left it and a pen beside my bed - probably the simplest thing I did all month!). December was the month that I put "Law of Attraction" to the test in my business. Then I got busy living my life.

Within 24 hours I was seeing results. I noted all these exciting developments in my gratitude journal that night. And you know what - the next day I attracted more great things, and I duly noted them. And life got busy as it always does in December... Christmas concerts, parties, shopping, pictures with Santa, planning, visiting, and a 7 hour drive to Grandma & Grandpa's for Christmas. I didn't always take the time to write in my gratitude journal; my excitement switched from business to Christmas; my attention was repeatedly drawn elsewhere. But everyday I saw my visual reminders of my goals throughout my home (on my fridge, beside my bed, on my computer, and on my dream board) and I carried visuals with me on my phone and in my wallet. Whenever I wasn't strictly focused on my business or I felt my faith wavering, I repeated my allowing statement "A lot can happen in a day!". And my faith was restored, and my excitement level increased, and I remembered to do a little something for my business occasionally too.



Some amazing things happened in December. I met some great new people. I attracted and welcomed several excited and motivated new team-mates. I attracted new customers, and new repeat customers. And I was so blessed for the opportunity to celebrate the season with our local TEAM AWESOME distributors at our final "Bullet Train-ing" of the year on December 15 (again, Thank you Ashley Davis for "making it happen" like you always do!)

And I learned that the Law of Attraction really does work! When you invest some time to decide, consistently follow through, and you simply allow, you will attract what you have decided you want to attract. Now I'm SO excited for what 2012 will bring as my theme for the year is "The Year of Attraction"!

P.S. - I was just reflecting today, after spying a magnet on my fridge. The magnet was from January 2010, celebrating my rank advancement to Emerald distributor. Two things came to mind as I pondered that magnet:

- 1). Celebrate every accomplishment, even the little ones as they are important steps on your journey
- 2). Take time to celebrate who you are today, recognizing how far you've come; and celebrate who you are becoming!

Of those 3 friends who chose to join me so early in my business, who 'promoted' me to emerald, none are active today. And that's okay! I have met more amazing people, made more wonderful friends, and celebrated many more achievements - my own and others - in the last 2 years than I believed could happen at that moment in January 2010. And to think, I'm just getting STARTED!!

Tamara Keller, Canada

Christine Henarie Reaches 2K Rank

My name is Christina Henarie and I live in San Antonio TX. I found Scent-Sations in April 2008 while searching the internet. Having always been a candle lover but never really being happy with any of the candles I had bought, I was intrigued by what I read about Mia Bella Candles.

After a little research and thinking it would be great to have a business that would one day allow me to leave my corporate job, I joined as a distributor without ever actually seeing or smelling one of the candles. I didn't even tell my husband about my new adventure until just before my starter pack arrived. He was skeptical since I had tried other home businesses in the



past without any luck but after doing my first show and seeing how easy it was to sell the candles, he became my biggest supporter. So big that he joined as a distributor this year during Fling. We are now working as a team and our team has really become a family affair since my daughter who lives and works in Austin TX joined last month.

At Fling, one of the talks was about how to build your team. One of the ways to do this was to ask a customer if they want to buy their products at retail or wholesale. That really made sense to me. I had one customer who would buy \$200 to \$300 worth of products every few weeks. After I returned from Fling, she called to place an order and when I delivered it to her, I asked her if she wanted to be able to get her orders at wholesale. Of course she did and joined within the week as a distributor. Since using that approach, my team has started growing at an amazing rate and this past month I reached my goal of becoming a 2k Diamond. Now on to the next level!!

One of the things I love the most about this business is all the wonderful people I have met – both distributors and customers. Meeting everyone at Fling and other events made me realize that it WAS possible for me to reach my goals and that my dreams COULD become realities! Thanks to my upline - Sue DeVries and Shep & Jan Kuester - who are always there to help me by answering my questions and to support me when I need it!! You guys are the best!!

Christine Henarie

Maxine Quesseth, 2K and Looking Towards 2012

I joined Scent-Sations in November, 2009 and have enjoyed the process of becoming a network marketer. I spent close to 2 years believing I had a home based business. Last summer I realized that I was just playing at it. I had been busy with activities that I thought would grow a business but that were not building a team. The last few months have been spent learning the skills to find prospective team members and take them along on the incredible journey I have now begun – to become a valuable member of an outstanding company.

I am thankful for an upline who are willing to let me grow at my pace but are not afraid to give me strategic pushes. They are also available to train and coach me and give me abundant encouragement. They have provided the opportunities to overcome my blocks to growth and to be a sounding board for my sometimes over-the-top ideas. As a result of their efforts I am a better person.

Looking forward to 2012, I have the following goals:

- To be a team player with both Canadian and US members and contribute more than I get.
- To seek out 50 other people who desire to make changes in their lives financially and personally, then to assist them on that journey.

- To see our company expand into all the provinces of Canada through personally sponsoring and helping others to do the same.
- To develop administrative skills so that I make the best use of my time and then to help my team with them.
- To be a positive representative for Scent-Sations so retail customers are eager to use our products.
- To have 1000 women benefiting from using Dermal Renu.

I believe we have the best products and the best compensation plan in the business. I am excited for this year knowing that people I haven't yet met are going to come to the same belief.

Maxine Quesseth

2011 Has Been An Amazing Year!!

I have got to say 2011 has been an amazing year! I have put more effort into recruiting through local ads, local meetings, national advertising and retail to recruit through vendor shows. I am reaping from what I have sown and know that I will see more success in 2012.

In November and December I kept my advertising going and have several packets out and have spoke to several who say they will be signing up the beginning of 2012. I have also spoke to several people at vendor/home expo shows and gave out lots of CD's, business brochures and business cards and will be following up with them in the New Year. During this time I have also given away lots of candles and gift baskets at shows and also donated to organizations for fundraising. Of all of the home party prospects there is one particular home party prospect that really pops out at me. She lives in MD and loves having parties and usually has about 40 in attendance. She was also a vendor at the last show and she said "You will be calling me after the first of the year to book my party, right?" One traveling baseball team also wants to do a fundraiser in the spring and there are several others to contact about fundraising.

Oh wow, while I was typing this I had a customer from the Chocolate Festival stop by. This show was the Saturday after Thanksgiving . It is December 23 and she just left here with a \$200.00 order! She is using them for 7 Christmas gifts in Maine and New Hampshire and she let me put business cards in with the products. More lines in the water.

Jeanie Morgan

What an Amazing Christmas Season!

What an amazing Christmas season. I feel truly blessed to have found Scent-Sations. My team and I were kept very busy doing markets and shows and I got a lovely surprise a week after one market. I received a call from a woman who purchased a Candy Cane candle from us, she was so amazed at how strong our candle burned that she wanted to sign up! She has since held a very successful launch party, enabling her to purchase a start up package for free. Welcome to the team AnnMarie! I look forward to watching your many successes.

Ashley Davis, Alberta, Canada

My "Mixed Votives" Have Generated Lots of Sales!

I ordered 15 boxes of votives of different fragrances. I offered my customers the idea of ordering a mixed 6 pack along with a free votive holder. This was very well received and orders are coming in daily. This will pave the way for future orders and more distributors coming on board. I only wish I thought of this idea sooner!!!

Jessica Haynes, Saskatoon, SK, Canada

A Random Act of Kindness with Mia Bella's

I always give away votives and samples and talk the talk. But this day was different ...

I was standing in line at the local Dollar Tree a few days before Christmas and I could not help but notice how flustered the cashier was. She was probably in her mid-twenties but looked all of sixteen. One by one the customers were nit-picking at the way she did things. She kept apologizing and saying it was her first day.

One lady didn't like the way her things were bagged. Another was complaining about how cheap her items were made. I thought really? This is the store where EVERYTHING is \$1.00 or less and you want high quality?

This cashier handled each whiny customer with a smile; however, it was obvious things were getting to her. With each customer, she became more frustrated.

When she rang up my items, the card machine wouldn't cooperate. I slid my card over and over and the more I slid the card the more vocal the people in line behind me became. What was taking so long? Why didn't they have more cashiers? I had this thought myself.

Well the transaction finally went through and as she was apologizing yet again for the card machine problem and that she was new on the job. I reached in my bag and handed her a votive. I told her I hoped her day got brighter and to have a happy holiday. As I picked up my purchases she was saying "Really? This is for me? Are you sure?" She said no one had ever given her anything like it before.

She stood up a little straighter after that. With a renewed look of determination she smiled at the guy in line behind me who had been grumbling beneath his breath. I am not telling you this for recognition. I am telling you this because I changed a person's outlook on her day... with a little 2.5 ounce candle.

Will she ever order anything from me? Maybe...you never know. But that is not the reason for the season and I didn't give her the votive with any ulterior motive. She just needed a smile and my random act of kindness seemed to do the trick.

Sue Harrington

My Facebook Sales Were Over \$1,500 This Month!

I am in love with Facebook! I will tell you why.... This is how I stay in touch with my customer and I have daily messages for orders or questions. I post my specials online, pictures of Christmas baskets I have made and send newsletters through facebook. A lot of my customers find it easier to send me a message through facebook as its the day and age for it!

I have had over \$1,500.00 in sales this month alone and over \$4,000.00 this year!!

I guess it doesn't matter how you get the message out to your customers as long as you find the best way to get the message out to YOUR customers! And for the new year I am going to start doing more with facebook as I will start doing monthly giveaways and start putting my facebook url on all my marketing material as it works for ME!

Michelle Becker

\$700 Sold in 2 Hour Fundraiser!!!

The local Pee-Wee Cheerleaders just recently won a spot to compete at Disney World. Needless to say, the team needed to raise \$10,000 in less than 2 weeks to cover the cost of the team. They went into quick action! Because there was not time to put together a typical fundraiser, I agreed to set up a table at a cocktail party that they had. In less than 2 hours, I sold about \$700.00 worth of candles. Most of it was cash and carry!

The girls received a nice check. I donated most of my profits to the team. I am looking forward to repeat orders in the future! The coach for the older team is planning to have a candle party to raise funds for her winter team.

Janine Stewart

My First Fundraiser Was an "Instant" Success!!!

My co-worker's daughter sings in an all girls choir and they wanted to do a very last minute fundraiser. They only had a week and a half to sell as much as they could so I could make sure their orders were delivered to them in time for their Christmas Concert. These girls did awesome! 30 candles were sold in just that short amount of time!!

I had their order delivered in time to distribute at their Christmas Concert, and the girls said that everyone loves their Mia Bella Candles! My coworker has placed another order for her family and the leads that I have received from putting my re-order labels on those candles has been AWESOME! I love being a part of this great company with great products! Thank you! See you at Fling next year!

Merry Christmas!

Chantelle Smalley

Unusual "Home Party" Yields Big Results!

I got invited to set-up at a bar in Scranton. The owners had purchased candles from me in the past, love them, and asked if I would do a show there on Dec. 10th for a 2 hour period. Of course, I accepted. I will go wherever anyone is interested, though I was a little skeptical. Well, in a 2 hour period, I sold more there than I did in a 5 day period at the mall. I sold \$425 between 6:00 and 8:00 p.m. Had it been scheduled a little later, I believe that amount would have almost doubled. People were coming in as I was tearing down, so I sold what I could, took some orders, and gave out my info for the future. When I delivered some product, the owners told me that everyone asked when they were having me back, so I plan on contacting them to be there again before Valentine's day. I also may be recruiting the owners. They purchased 12 candles that evening, so I approached them about joining the Candle of the Month program to get them at wholesale. They asked that I contact them after the holidays, so I plan to propose they join and the show I do can be "their" grand opening. I'll keep you posted. You never where this business will lead.

Thank you and everyone at Scent-Sations for always looking out for the distributors and providing us with the best quality products anywhere. Happy New Year!

Angela Thompson

Giftng Works

Never under estimate the power of gifting a candle. It is simply sharing a product to gain a customer or wholesale partner.

I gave a Cinnamon Raisin Bun 16oz jar to a dear friend of mine as a gift when she purchased a Dermal Renu 60 Day System, to say thank you. I called her after 3 days to follow up on the Dermal Renu and see how she liked the candle and she wanted to buy a few for presents. My first step was to meet with her again and give her the option of purchasing them wholesale. Of course retail would be fine with me, but my goal is to have wholesale buyers vs retail customers. She enrolled as a distributor, purchased her candles for gifts and will purchase more as she runs out.

Susan Schilling, Minnesota

Just DECIDE... It is the Razor's Edge!

In conversation recently, I heard "Well, I'll give it a try and see how it goes." My reply: "Well, if that's your mindset, that's about exactly how it'll go."

You see, what you think about you bring about. If you have an attitude of "we'll see"; well yeah, you will see ... but I can guarantee that there won't be much to see.

I believe that in this business, you must DECIDE what it is you want to do first. Then you can get to work DOING until you achieve it. If our children gave up on learning to walk after 2, or 3, or even 15 or 30 or 50 falls, there would be very few of us walking!!

So this year, I encourage you to make a decision. Invest some time RIGHT NOW to DECIDE what you want from your Scent-Sations business. That could be your single most important step to determining how you'll spend the next 52 weeks -- celebrating your accomplishments, or pondering whether this is the 'right' business for you.

Finding it hard to decide? There are many incredible resources available to assist you. Two I love: Law of Attraction (Losier) and Mach II With Your Hair on Fire (Brooke). But don't stop there: Call your upline leaders, your mentor, ask around for recommendations, and invest in your future today. As Jim Rohn said "You must get good at one of two things: planting in the spring, or begging in the fall". Spring is here ... get planting!

Tamara Keller , Canada

Dermal Renu is On the Cutting Edge to Become Big News!

I just heard the word "glycation" mentioned on "Good Morning America Good Morning America on (ABC) in the AM from 7 - 9 AM.

You are right on in it's use coming. I have seen it mentioned in writing, but this is the first I have actually heard it mentioned. This was mentioned in relation to the aging process with the consumption of sugar. I am so glad we are in on the anti-aging skincare. I am sure we will have a great New Year!

Sharon Pavey

Congratulations to This Month's Rank Advancements

John Keller - 2K Diamond Distributor
Michael LaRocque - 2K Diamond Distributor

Janet Harpell - Diamond+ Distributor
Clay Cowan - Diamond+ Distributor
Michelle Wiswell - Diamond+ Distributor
Ron King - Diamond+ Distributor
Phil McCaffrey - Diamond+ Distributor

William Waits - Diamond Distributor
Tracy Bohmer - Diamond Distributor

Top Sponsoring Distributors for December



Phil McCaffrey

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



Joseph Capuozzo
Mary Bachert
Chantelle Outhwaite

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



John Keller
Michael LaRocque
Clay Cowen
Ashley Davis
Cheryl Pope

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

December 2011: Top 10 Retailers

1. Cheryl Pope, TN
2. Melanie Little, LA
3. Christine Pennino, CA
4. Melissa Teaney, IN
5. Phil McCaffrey, AB CAN

6. Kimberly Severance, ME
7. Pamelyn Kopp, PA
8. Graeme Thompson, AB CAN
9. Stacey Pfohl, TX
10. Alyssa Techmanski, PA

Top 15 Selling Candles in January 2011

1. Amore
2. Sweet Orange & Chili Pepper
3. Chili Vanilli
4. French Vanilla
5. Angel Wings
6. Sex on the Beach
7. Hot Apple Pie
8. Apple Cinnamon

9. Crème Brulee
10. Black Cherry
11. Fresh Laundry
12. Apple Berry Cobbler
13. Forbidden Fruit
14. Green Tea
15. Christmas Pine

Next Month's Autoship



Apple Cinnamon

Upcoming Autoship Scents

March - Angel Wings
April - Lilac
May - Tropical Smoothie
June - Caribbean Cooler
July - Japanese Pear

August - Chili Vanilli
September - Grandma's Kitchen
October - Home for Christmas
November - Candy Cane
December - Hot Apple Pie