

# MIA BELLA NEWS

March 2012

Volume 10, Issue 3

## This Month's Autoship: Angel Wings

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## Distributors On The Go

### Penny Page

I was with another direct selling company for five years, getting no where with them, not getting any help from my sponsor or upline and was looking for something new to replace it.

One day I came across Chantelle Smalley on facebook and she was talking about Mia Bellas candles. Since I love scented candles I decided I needed to take a real strong look at Scent-Sations Inc. My fiance also loves scented candles and he got very excited about the potential these great products offered us. Since I had such a bad experience with my previous company I can tell you I was still "gun shy" about getting started with Scent-Sations.

After signing up I put my website into action. I read everything I could and learned a lot about the incredible products. When my kit arrived I was blown away" by everything... I have literally fallen in love with all of them! Ever since then I have been actively showing the products and the opportunity to everyone I come in contact with!

What was also surprising to me was being contacted by VP Charlie Umphred to write this story. What an amazing company that makes even us newbies feel important and special... I can tell you that kind of recognition never happened to me in my five years with my other direct selling company."

### Kirk Haskins

About 5 years ago, I began looking for a business that I could supplement my income with. I wanted something that I could do on my own time schedule, products that would stand the test of time and one that I could grow the rest of my life.

I looked at dozens of opportunities and even tried a few but was not satisfied. Upon seeing an ad in an entrepreneurial publication, I began investigating Scent-Sations and the Mia-Bella product lines. I reviewed the website and links carefully and asked many questions. My upline and corporate were very helpful.

January 2012 completed my third year and though there has been some challenging times, with persistence, experience, and knowledge, every day is more enjoyable. I enjoy sharing the opportunity and encourage all of my prospects to know as much as they can before joining. I also try to stay in touch with my downline and keep them focused on the positives while growing their business. From day one, I have utilized "sharing" or "paying it forward" to help others succeed. Charlie has been encouraging the "sharing" aspect of our business and if you will try it and be consistent, it will pay off for yourself and others.



## Linda Morrison

My father and grandfather died of emphysema so I never allowed smoking in my home, car or burned candles. Then a co worker introduced me to Mia Bella's candles and it was a love match. She asked me to join and build a business but I didn't believe in myself enough to try it. Then I had difficulty getting the candles from her as she was going through a stressful time in her life. After a couple of weeks not getting my candle I decided to join and get my own.

That decision has changed my life. When other co workers started asking me to order them candles, I got excited. With in a short time my upline, Paula Bishop, contacted me to see if I would be interested in doing a show with her. This gave me the opportunity to see an even bigger picture of the business. About 3 months later I had a job offer which I accepted, we put a bid on a house, and then I got diagnosed with breast cancer. Now the stress level increased. I followed through with shows that fall but trying to learn a new job, being operated on, and then with the radiation I didn't do anything in the business for quite awhile. I continued to get my COM and stayed in contact with Paula.

All through the tough times I couldn't get the Mia Bella concept out of my mind. I decided to do something about it, I got "plugged in". I needed to listening to CD's, reread the distributor documents, read the emails coming from Charlie, getting into the Learning Center and reading what others have to say. I also go to the Mia Bella site on Facebook to see what others are saying. And I utilize my up line, calling them or sending emails. They have also made contact with my downline to help them. Due to that I have made Diamond and am working on Double Diamond. I am hungry for success and no one will ever steal my dream.

## Stephanie Labbate

It ALL started with a small ad in the classifieds that Cynthia Suchowacki placed. Something simple like...”like scented candles?” and her website. I tore the ad out of the newspaper and looked at the website on and off for a couple of years – yes, years. The ad floated around my house, every so often; I would come across it and look at her website again. Every time I was going to throw out the ad, I hesitated. I was comfortable in a corporate job and wasn’t ready to make a change.

In 2009, when I had left the comfortable job, lost what I thought was a better job, and was out of work for almost 6 months, that I finally signed up to be a distributor. I booked a couple of parties, but still wasn’t ready to make the necessary commitment. I kept getting encouragement from my husband and family, but the idea of my own business just wasn’t clicking with me. It was just my own lack of self-confidence.

I got distracted by a part-time job that supplied steady hours and income – but was HARD work, LONG hours, BAD pay. Then I got a full-time job and kept the part-time job – I don’t recommend this. In 2010, I went for a tour of the Scent-Sations facility in Wilkes-Barre, PA thinking this would jump start my flagging interest. Charlie dropped everything to give me a tour! I HIGHLY recommend a tour – when you drive up to the building, the air smells like candles!

Let’s fast forward to September 2011. I finally decided to attend the Super Saturday Fall Kickoff in Maryland. I should have attended a meeting several years ago! THIS is where you find the support that you need for your business. I heard Bob Scocozzo, Carmen Milazzo, Charlie Umphred, Tracy Russell and Jennie Horn speak (SORRY -- I know I have left someone out). Bob helped the distributors from NJ connect. Janine Stewart has been very supportive of my renewed efforts.

Starting in October of 2011, I joined two networking groups locally. I have met people in both groups that I have “clicked” with and feel comfortable with. Talking about my business with other business owners has helped boost my confidence and, at long last, I understand how networking works! Last month, I was a vendor at a Business Summit in NJ in association with one networking group. Next month, I am going to be a sponsor at the networking event for the 2nd group. I am finally in my element: I love talking to people, learning about their businesses, and learning how I may be able to help them. The positive reaction that I get when people smell the candles is SO exciting and just opens up the way to talk to them about parties, fundraisers, and the business opportunity.]

Last year, I become a volunteer Literacy tutor in the county where I live. It has been a wonderful experience – I have the BEST student. As a result of the passion I have developed for my Mia Bella business, I have also discovered a passion for tutoring. The Board of Directors of the literacy volunteers has noticed this passion and has invited me to help coordinate the organization’s 25th anniversary celebration. I was also able to incorporate talking about fundraising opportunities with Mia Bella candles.

And, last, but CERTAINLY not least, I’m attending The Fling this summer – my very first one! I look forward to meeting everyone!

When I was finally able to get out of my own way – lack of confidence, my own

insecurity – I'm finding all types of opportunities coming my way! Take a chance: attend a regional meeting, take a tour of the factory, join networking groups, talk to your family and friends; you CAN build your business. Just believe in yourself!



### Blake Radetsky

I am a Head Coach for two high school lacrosse teams, one a boys team, the other a girls team. Neither team receives any funding from the school so we have to raise all of our funds. The girls team really need funding so in February 2011, I was looking for some fundraisers and I didn't want to sell the same stuff every other club was selling, ie, cookie dough, candy, etc. I was looking through the local paper and saw this small add about Candles for Fundraising.

I contacted the website and it looked pretty cool. So I decided that if I were a distributor, I could funnel more profit to the team instead of going through another distributor. So I signed up, received my start up package and within one week after receiving all the cool Mia Bella products, our girls team folded! We didn't have enough girls signed up to maintain a minimum lineup. But I had all of these candles! Long story short, finally in August 2011, my charming bride asked me what I am going to do with the candles and I said, we are going to sell them. And my Charming Bride then quickly reminded me that when she use to burn candles in the house, when I came home from work I would open the door and in a loud manly voice say " What is that Stink?"

Well Mia Bella's Candles really changed my way of looking at candles. They are truly wonderful smelling candles. I can't believe how good they the fragrance fills a room. My Charming Bride (Karen) and I attended our first Market Day in September 2011 and had a blast! We have had at least one Market Day show a month ever since, and two home shows. And we are starting our first (finally) fundraiser with the boys lacrosse team this March and a Festival Show on March 3rd 2012. Karen and I are having fun letting the candle sell themselves and our house smells so nice even my barn has a Cucumber Melon aroma filling the rafters! We look forward to see the excitement in store for us in 2012 with Mia Bella's Products!

## What if You Don't Know Anyone???

A little over 6 years ago I moved to a brand new town that is very small and I didn't know ANYONE....here are the steps I took from day 1.

1) Bought the fast pack so I would have everything I needed to share and sell - which also committed me succeed. I was going to pay myself back for the \$499 I had spent. This put a drive and fire under me to TALK TO PEOPLE.

2) Asked the 3 people that I had just met through my husbands work if they would be interested in having a party - 2 said yes the 1 said no but bought candles from me. Let's remember I had a young daughter at this time and was pregnant so getting out of the house was not so easier and we were NEW to the town....so I could have had many excuses NOT to be successful.

3) Made up a bunch of scent samples and stapled them to business cards and handed those out like they were candy to everyone and anyone I met in town.

4) I hung up flyers introducing Mia Bella to our area.

5) Passed out catalogs to neighbors and those that I met

6) At the 2 parties I booked above - I sold everything I had from the starter pack, plus had to order. I booked more parties and asked for referrals - I told them I was new and was JUST starting off my business and if they could help me spread the word...guess what most of them did but did I let those that said NO get me down NOPE - I believe and LOVE what we offered and KNEW that others would as well, so I just keep on asking!

7) Got out of my comfort zone and asked a gal at the movie store if she loved candles? She responded YES!! and become one of my top leaders and brought in over 50 people into our business...was that scary HECK YES, but just think if I wouldn't have asked?

8) I did as many vendor booths and fundraisers as I possibly could to help be spread the word, brand the business and find new customers and business partners....Let's remember I was 9 months pregnant with a 2 1/2 year old at the time.

9) Spoke to people as I did my everyday life about the company and if they too were looking for a way to earn extra income.

10) I did as many aspects of the business so I could find a good niche for ME!

11) Was on ever single corporate and team training call I could get on to learn and grow as a team leader and business owner.

12) Went to every company and team meeting!

13) Offered people a Loaner Jar to experience the quality in their own home or office for 2 days... 9 out of 10 people wanted to either buy the candle they were burning or ordered a candle. Why? Because I allowed them to experience the quality we offer!

It all boiled down to my attitude and determination of making it work - I was not going to let OTHERS that had an "Eeyore" attitude get me down and say I wasn't going to be successful! I shared our product and company with excitement and with a positive attitude.

I was excited to get the NO's and realized that it was just moving me closer to the YES... you know that the more I practiced talking to people the better I became at getting the YES!!

We offer a gift in product and a business and it is up to use to SHARE with a GIVING heart and not a "Selling" attitude. You don't need to try and convince or SELL someone anything, just offer the gift and you will be surprised the responses you start to get!!!

I guess you can say the rest is history because today after 6 years with Mia Bella I am experience the financial freedom and joy that this business brings to our family each and everyday... the fun part is that I still enjoy sharing our GIFT to others and seeing it bless them as well!!!

Cheryl Hill

## **Scent-TEAM Support is Incredible!**

I am truly grateful for the team support I get on a daily basis from all parts of this Mia Bella family! I am constantly blessed with facebook comments and messages with tips, training, and congratulations from MANY people that are not on my specific team or upline. I think it is amazing how we all look out for each other's successes and celebrate them with one another as if they were our own. As many of you may know, my direct sponsor is only part of Mia Bella for her monthly shipment.

This has taught me to reach out to others for support so that I can achieve everything I want! With that being said, I would like to publicly thank Cheryl Pope from my upline for her consistent words of wisdom, praise, and recognition! I have never met her, but she keeps me motivated. So thanks Cheryl!!

Kim Day, NJ

## **I Was Looking for the No But Got the YES!**

In a recent email to the "Elite Team" Bobby Scocozzo challenged us to go out and get some "No's" because lots of no's mean you will also be getting some yes's in the mix. Well, I went out to get some no's but got LOTS of yeses instead!!

Nita from the Yankee Clipper said YES when I asked her if she needed any candles or Mia Melts. I met Dwight in the little town of Key Center at the barber shop he goes to and

sold 2 pk of Mia Melts and Resling Wine candle. At the Blend Wine Shop I talked to the owner about his business and sampled some yummy Port Wine. He remembered me from Facebook and I told him I was going to attend the Entrenpenuer Mixer on Feb 23rd.

I asked if he liked burning scented candles and he said YES and his wife is always looking for quality candles. Well then I told him about how these burn practically soot free and smell as yummy as the scent sample I handed to him. He said it smelled incredible!! I told him I wasn't trying to sell him candles for his business but for client gifts. He said he likes to help people with their business's especially in the local area. He offered to let Dwight and I have a Candle Party at his establishment and he would advertise on his Facebook page and his sign out front. I was blown away. He offered me to set up on one of his tables.

Dwight went to our bank yesterday and the manager bought two Wine candles, YES she said. Kathy my friend said YES to a Candle Party. My Mother's friend said YES to buy more candles, 26 oz Lilac and a Plug In. My Mother said YES to buy a candle from my Fundraiser and so did my cousin, YES x 2. I did get 6 NO'S when I mailed out information to Day cares on Fundraisers. We will keep walking and talking and see how many NO's and YES's we can receive.

Shirley and Dwight Haynes

## Walking And Talking In Vegas!

I would like to welcome newest team member, Elase Dewey, from Santa Monica, CA. Interestingly, I met Elase Dewey and her sister while I was attending a Scent-Sations Meeting In Las Vegas a couple of years ago!. We were in the hotel casino and she and her sister were celebrating a birthday and we began to chat. It came up in the conversation that I was there attending a Conference for my home business and the questions and comments began...I LOVE candles, Elase said! I gave them both a business card with scent sample attached. She saved the card and contacted me and the story will continue on as she begins her journey with this AMAZING company!

Becca Mutz, AR

## Chocolate Dipped Strawberries a Big Hit!

I received my Chocolate Dipped Strawberry candles and I just wanted to "eat the strawberries!"

I sold four of them and all of my customers just love it!

Donna Crip. PA



Chocolate Dipped Strawberries smells wonderful, and I think the fragrance is pretty true to the name. This was my first Mia Bella experience (other than a box of votives that sat unlit scenting my dorm room in Korea).

The embedded strawberries were so nice looking that I almost didn't want to light this one either. I could smell the fragrance nicely unlit w/the lid off. I'm a candle lover, and I was so impressed with the wicks that I did a little research. I noticed they were self-trimming, and research confirmed it. My candle is burning evenly, and I love that there were no issues!"

Shameaka Butler

## **It's Amazing How Easy This Business Is!**

I had the sample bag at work for my friend to see...we were both busy yesterday, so we met in the cafeteria about 2:45 today. Ended up with a two-bag-of-melts order from her, and tacked on a 16 ounce Oranges & Clove candle for one of her co-workers that wandered over after coming in from a smoke break.

My friend was surprised at the sample bag. She is an avid Scentsy burner, and says their samples come in a box that is hard to keep organized. She asked me what I knew about Scentsy, and how I thought our melts would stack up. I told her Scentsy sells a really good product, and that I had heard ours were found to be a really great rival product. I did ask her to compare, and let me know her true honest thoughts. She ended up with Baby Powder and Lemon Verbena melts...after smelling our Baby Powder sample, she said even our little sample pot blew the Scentsy version "out of the bathtub".

And another friend that passes by my desk several times a day to pick up his printer stuff always stops and smells any candles I have on my desk and sniff any samples I have, even though he has already sniffed them hundreds of times before. He stopped today and said he had \$80 burning a hole in his pocket, and seriously wants the Irish Cream candle. So... when he comes over with the money, he goes home a happy camper!!!

Man... this is great! It's amazing how easy this business is, if you just get out and "Smell and sell!" Had I realized this in 2007 when I first got started, this may already have been my full time (and only) income stream! And my Mystery Host(ess) Candle party just closed too...sales were only a bit over \$100, but I am getting product into peoples' hands...planting seeds for future profits! This is the most I have retailed in one month since I have been working the business! Feels AWESOME!

## Dermal Renu... It's Amazing!

Throughout my teenage years I suffered from severe acne. The kind of acne that was deep and under the skin and caused severe scars, pits and discoloration. I had seen Dermatologists, tried multiple topical solutions and even ingested dangerous medications that caused long-term liver damage.

As a teenager and even into my adult life I wouldn't be seen in public without my thick liquid foundation mask, which I thought was hiding my scars and blemishes.

It has now been over a year and I faithfully use Dermal Renu day and night. It is so quick and easy to use and takes much less time than the skin care systems I was used to in the past. Everyday I notice a more even skin tone and a dramatic decrease in my severe acne scars and discoloration. I now quite often find myself stopping in front of mirrors in my house with no make up on to admire my skin.



My breakouts are few and far between and take much less time to heal. But most importantly I have gained back the confidence that the severe acne had taken away from me years ago. I now leave my house with little to no make up and am proud to show off my unmasked skin!

I love sharing the amazing qualities of Dermal Renu with my warm market. I lend a 60 Day Package out for a week along with the knowledge that I will be collecting thoughts and experiences on our new skincare line. Once they have had the package for a week the majority don't want to be without so I show the benefits of purchasing at wholesale and they then order in a package to replace to me. This way they can continue with their daily routine and not go a single day without Dermal Renu!

Laura LaRocque. Red Deer, Ab, Canada

## Dermal Renu is Working on my Rosacea

I have rosacea and was hoping Dermal Renu would help my skin out. After just a few weeks, I noticed that my skin has become much smoother and its tone is much more even. I also have some age spots on my neck that are almost gone... yay!!!

Becky Froelich

## Congratulations to this Month's Rank Advancements

William Waits – 2K Diamond Distributor

Kim Day – 2K Diamond Distributor

Sara Garcia – Diamond+ Distributor

Linda Morrison – Diamond+ Distributor

Chantelle Smalley – Diamond+ Distributor

Heather Cicini – Diamond+ Distributor

Mike Bugbee – Diamond+ Distributor

Lila Lins – Diamond Distributor

## Top Sponsoring Distributors for February



Cheryl Pope

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



Chantelle Smalley  
Wanda Rosa  
Ontoniel Salazar

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



- Tj Banks
- Shep & Jan Kuester
- Jennifer Mohrhard
- William Waits
- Lisa Alford
- Bonna Heintz
- Thelma Ivette Morales
- Kirk Haskins
- Gisela Vazquez
- Mike Bugbee
- Becca Mutz
- Tamara Keller
- Joseph Capuozzo

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

## February 2012: Top 10 Retailers

- 1. Cheryl Pope, TN
- 2. Kelli Goolsby, FL
- 3. Eric Kroetch, AB CAN
- 4. Tj Banks, IL
- 5. Ann-Marie Schmidt, AB CAN

- 6. Carissa Gallaher, IL
- 7. Rick McKenzie, AB CAN
- 8. Alejandra Gomez, OR
- 9. Sandy Barnett-Seidler, NJ
- 10. Regina Koehnke, WI

## Top 15 Selling Candles in March 2011

- 1. Easter Hyacinth
- 2. Chocolate Cherry Cream
- 3. Bella's Irish Cream
- 4. Sweet Orange & Chili Pepper
- 5. Sex on the Beach
- 6. Chili Vanilli
- 7. Fresh Laundry
- 8. Hot Apple Pie

- 9. French Vanilla
- 10. Lilac
- 11. Coconuts & Lime
- 12. Angel Wings
- 13. Cucumber Melon
- 14. Slate and Stone
- 15. Coconut Mango

## Next Month's Autoship



### Lilac

#### Upcoming Autoship Scents

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