

# MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



May 2017

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## This Month's Autoship: Coconuts & Lime

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## Our Summer Caribbean Line is Now Available!



## Goals, Challenges and Accomplishments!!!



“She's a single mother of 3 young boys pulling her in 3 different directions. She's business owner with many crazy and demanding employees. Yet she takes it all in stride and chose to start a candle business that helped her get out of an unhealthy marriage. She tirelessly works all angles of this business and I do mean "All" angles. So when Jennifer comes to me and says..."Hey Bert I've sold \$750 this month already!" I

couldn't help but give her a challenge.

There's one week left in the month of April Jenn... Shoot for \$1000. I think you can do it. She accepted the challenge and said..."Watch this!"

Everyday I would check in or she'd call me telling me that she's getting closer and how much she retailed that day. I stopped in at her salon on my way home one day and watched her sell the last candle to hit her goal.

**BOOM!!! Mission accomplished!**

But wait there's more. Two days before her deadline one of her SOTG bags come in for \$300 pushing her way over her anticipated target. Yeah Jenn!!!

But wait there's more... A small fundraiser that she's been working on comes in with another \$200 which made her day and gave her argh ear to ear grin. You're jumping Jenn!

I am over the moon excited for you Jennifer. You worked feverishly to do what you set out to do and you deserve Mega Kudos for your accomplishment! I'm so proud to call you my friend and business partner... I love the way you work!"

Burt Booz

## Look What Randy Designed For Me!!!



I have to share what Randy (at Corporate) designed for our HS Cheer fundraiser. Love these! Taking some limited pre-orders but we are rolling them out on June 4th at our Spring Spirit Fest vendor fair & Chinese auction. We are in love with these!

Dawn Reibsane Daub

## Residual Income ROCKS!

I was just sitting here this morning getting ready to do my morning walk around the house with the walker and thinking how grateful I am for my Mia Bella business. I have been out of work since I dislocated and broke my ankle on Feb 7th. I haven't been paid from my job for 2 1/2 months. I have been mostly homebound. Going back to work on May 1st part time.

I am so thankful for my amazing team and the residual income I have received the last two months from my Mia Bella business. Did it replace my full time job income? No, not yet, but it will eventually if I keep building over time. If I DIDN'T build a team, I would have had some sales here & there, but not like what the residual income can do. This income from my business helps our family. It's a great back up plan for emergencies, to pay off bills, college, just to help get ahead. To make the most amount of \$\$, retail & share the business with others. You never know who is 'looking' and so many people are today.

Alison Boers

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I get asked this a lot: How do you become successful in this business... My answer is simple but not easy! Just do it...Walk and talk, hand out scent samples, network, place ads, flyers, buy leads, etc.

Most treat their businesses as a hobby doing it whenever. You have to get up everyday and do something for your business. No excuses, no I have other things to do. Fit it in...

The most busy people get things done. When I started in 2003 I worked full time as a nurse, and had two small children. I wanted bad enough that I made calls each night every night and lifestyles my business!!!

I have received a check every 30 days for almost 14 years!!!

There is no secrets... you have to talk to a lot of people, not just a few, make a lot of calls not just a handful. Give out a lot of samples ...

Just do it!!!

Cynthia Montano-Suchowacki RN

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## Maddie's Mia Bella's Events!



May 7th we're having a vendors event here in Holyoke, Mass., and i have reserve a table to display my Mia Bella's candles, Simmer Pots, soaps etc... then on May 11th, the hospital whom i work for have asked me to display a table for Nurses week with Mia Bella's Scented Candles as well! I'm very excited to do this! I just hope i have enough to display for each event... Wish me luck!!! My goal is to reach out, get new customers and hopefully more distributors!

## Shout Out to Kay Lagares!!!



“A shout out to one of my TEAM MEMBERS Kay Lagares she hosted her 1st candle event last Saturday and she did Awesome! 13/15 customers and every single one placed orders! She did Great!!! Keep it up! You are out to a great start!”

Maddie Mia Bella's Pagan

## Free Spirit's “Cherry Lemonade” is the Best!



I was burning a Free Spirit Cherry Lemonade Candle in my home when the meter reader showed up. He knocked on my door and asked me “what is that smell....it's the best thing I have ever smelled!” I had the front door screen in and the scent was wafting outside. He ordered 6 for his Summer patio!”

Gene Rowe

## Mia Bella's Purity and Intensity!!!

Just a fun, cool little tidbit that speaks to the purity and intensity of our scents. My husband is a nursing home administrator. He asked me for some of my most recognizable melts to take in to use with residents who have some sensory deprivation in therapy to help with scent recognition. Some of the ones he took were eucalyptus, orange dreamsicle, strawberry smoothie, maple syrup, peach smoothie. He figures he can add scents as they master those

Dawn Reibsane Daub

## Peace, Love and Watermelon... Already a Big Hit!



“All my shipments come to my office. I always call some people to smell my new candles. I ordered 2 of the Peace, Love and Watermelon candle and within 10 min, they were both sold. I am keeping one of them until Monday for another customer to smell. Smell and Sell, does not get any easier than that. So, I wanted one for myself, I guess I need to order more. I really liked it, fresh watermelon scent.”

Denis Gutierrez de Coruzzo



“I got my “Peace, Love and Watermelon” candle Thand sold it that day and now I need four more for a salon!”

Donna Kresge

## Personalize Labels Always Look Great!!!



“Personalized Jars for some special people. Thank you Michael Scocozzo, always quick and efficient.”

Jennifer Dasconio Callahan

## Our 2nd Personalized Fundraiser!



Back in December 2016, my husband and I were participating in a local vendor/craft show. A lady stopped buy and quietly looked at the items we had for sale. We began small talk and that's when she said she was looking for fundraising ideas and thought our product would be good.

I proceeded to engage her in conversation and handed her the information we had. My husband showed her a few candles we had on display that we had previously done personalized labels for. She was very impressed and said she would like to take it up with the JROTC board for approval. A month or so passed and then mid-February she contacted me and said she had approval but needed numbers to take back to the board as far as cost and profit. I got to work right away and sent her the numbers, within a few days she was ready to move forward with the fundraiser.

I was really excited, I love doing the personalized labels so my excitement really showed. She gave us label approval and that is when we went over the scents and in the colors that would best go with her label. I was ready for her to say ok for 12 candles, but she said, "oh no, we want 48 total"! SUPER!!! I said and we put the order in for 24 of each scent. Once I delivered her the product, she informed me she already had 12 sold and was looking to order more since we didn't add a year and she was going to do the fundraiser all year long?

This is our 2nd Fundraiser and 3rd overall personalized label. I am currently waiting on a response for another fundraiser to help a high school student go on a trip for her Senior year.

Lori & Mike Baker

## Wow... Sold 4 Last Night!

“Went out last night with no intention on selling and WOW: 4 candles sold!!! Thank God they are always in my car.”

Donna Klatch Kresge

## Profits, Contacts and a Fundraiser!

I worked a small event at a volunteer fire company for a \$10 table fee.....why not? Some vendors didn't sell a single thing - some from other big DS companies. Others - even leggings sold a couple items. I, however, sold \$200, picked up 4 fundraisers, filled my entry box with entries (contacts!) and was asked to do 3 other separate events. Just imagine if it had been a 'good' show?

My best advice from doing shows - the giveaway entries. Grab their attention as they walk by and ask if they'd like to enter to win a free candle. You have their undivided attention while they fill it out. Tell them why Mia Bella is great, ask what scent/s they like, and have a scent ready for them to smell when done writing!

Dawn Daub

## I Just Had To Come Back To Mia Bella's!

“Several years ago I sold Mia Bellas Candles. I have missed these great scents and recently decided to reactivate my distributor status. My webpage should be up and running in a few minutes. I'm excited to try some of the new scents and revisit the fond memories of the old favorites like Chilli Vanilli and Fresh Laundry, but I am VERY curious about a "hemp line." Just ordered "Yoga Nilla.”

Camille Mathel Bowler

## Two Fundraisers, Back To Back!



Yesterday was our fundraiser for Make a Wish, "Candles for Kyle" a local 19 yr old who suffered from childhood bone cancer and lost in battle in march, we did sell out, and will be placing a small order for more..Great people and a great turnout.

Bert Booz and I had a blast at both of these events, meeting some great people and knowing we are helping these organizations was an awesome feeling.. I even had a prospect show up on Saturday to see what's it's all about and she couldn't of fit in any better.

They raised over \$4600.00 for make a wish it was great to be involved and making that total rise and we look forward to more events like these!

Who would've thought that a such a little stand would've generated such excitement!

Jennifer and I were doing a fundraiser for MS today. We came fully equipped to handle the traffic at the "Works" hoagie shop today however, three hours into it we became very aware that we didn't have enough... We were almost out. I had to quickly run home and grabbed another 3 cases.

Bert Booz and Jennifer Dasconio Callahan

## Loving My Mia Bella's Personalized Candles!!!!



“Loving my personalized candles... these are keepsakes not to be burn and great advertisement!”

Janie Miller

## Mia Bella's Living the Dream/Mission!

If you look at the amount of retail going on, you could say we're living the dream/mission as to why Mia Bella's got started! Finding a way for us to put money in our pocket every day with an affordable luxury that candles offer.

And with the latest FTC stuff floating around (not with MB), customers is a good thing and we are so below the radar, lol. There's always ebb and flow with recruiting and retail and to be able to ride that makes it all good and well worth it. Look at how many people who have left and came back, why is that?? That's pretty powerful in itself and I don't hear other companies proudly saying reps have come back. The versatility of this business is what we enjoy and we're still in. I love doing shows and just knowing I can box up my candles and go as simple as it gets. Or, if I feel appreciation for someone in my life, giving them a candle brings me the same joy they feel receiving it. It's good to appreciate all the reasons why we're all in this company!!!

Mary Leedy

## MIA BELLA'S JUST ROCKS!!!!

I got a call from the head chef at the cafeteria at my office building who I gifted a candle to a few months back (cause she's always just so awesome). She wants to buy a few for a friend who's birthday is this weekend.

A friend of mine who's a realtor picked up a candle to take with her to her office Monday night, and last night she stopped by to pick up some samples I had so she could show a fellow realtor who was asking about the candles. She's going to order one, and my friend will be placing an order for 6 or more next week for client gifts!

I had my yearly physical done today, and the lovely lady Lee who took my blood was a delight! We had a great conversation and laughs, so I asked if she liked "happy smelly things" and she said yes, so I pulled out a biz card with a sample melt on it. She loved it and said she will be calling me for some "happy smelly things!"

I have a vendor event Saturday at a church community garage sale, but they are also welcoming vendors and direct sales, so I will have my candles out there. And I had someone who used to be a rep contact me last night about signing up again under me! Oooooo, and yesterday

I sold some nerf gun toys my son no longer wanted on a facegroup page. The lady who bought them had mentioned that she had spilled oil paint on herself and it wouldn't dry or come off her skin. I told her when she got to my house I had this amazing soap that she could have a free sample of (the whole bar) that would get it off without a problem, and also

gave her my card with a scent sample on it, so she could contact me if she wanted more. She smelled it and looked at my card, and said "ooo, i need some new candles for my new house, I'll be giving you a call soon!"

And my barista at my local starbucks, who is AWESOME, got a sample and catalog today ("Can I keep this?" as he's stuffing the catalog into his apron...lol YES!) And he will be placing an order next week when he gets paid!!

Kelly Drath

## Clearance Items

**9oz JARS:** Fresh Linen, Green Tea, Japanese Pear, Key Lime Pie, Oatmeal Raisin Cookie, Sandalwood, and Strawberry Kiwi.

**16oz JARS:** Strawberry Kiwi, Oatmeal Raisin Cookie, Baby Powder, Fresh Linen, Sandalwood, Peach & Papaya, Green Tea, and Rain.

**MIA MELTS:** Fresh Linen, Green Tea, Japanese Pear, Key Lime Pie, Oatmeal Raisin Cookie, Rain, Sandalwood, Baby Powder, and Peach & Papaya.

**6 PACK VOTIVES:** Peach & Papaya

## Personal Volume Club for April

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

<b>\$400 Club</b>			
Jennifer Callahan	Heather Findlay	Rebecca Froelich	Dawn Daub
Scott Kresge	Lori Baker	Stephanie Irish	Shawnda Lowery
Bret And Sandy Malone	Brenda Scott	Susan Cortes	Shannen Elliott
Joaquin Rodriguez			

### **\$300 Club**

Kayshla Lagares	Denis Coruzzi	Sonya Vail	Mary Hartzell
Susan DiGiacomo	Heather Culbertson	Beth Marsh	Blake And Karen Radetsky
Cathy Cunningham	Otanner Candles	Maria Carter	Anita Casner

### **\$200 Club**

Theresa Marshall	Isabel Gonzalez	John Wurst	Cathy Mahady
Stacey Pfohl	Heather Rissmiller	Valerie Mcgee	Rebecca Connell
Sharon Trachsel	Carrie Horton	Nickolle Deliman	Jessica Miller
Martin And Denise Kumor	Martha Carriere	M. Diane Lawing	Jill McBride



### **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 2017.

**Shawnda Lowery**



## Top Sponsoring Distributors for April

	<p>Alison Boers</p>		<p>Bert Booz Cathy Mahady</p>
<p>A Silver Circle signifies that a distributor has recruited at least 3 autoship members in the previous month.</p>		<p>A Bronze Circle signifies that a distributor has recruited at least 2 autoship members in the previous month.</p>	

## April 2017: Top 10 Retailers

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

- |                            |                       |
|----------------------------|-----------------------|
| 1. Stacey Pfohl, TX        | 6. Joanne Pastore, NY |
| 2. Rebecca Connell, AL     | 7. Vicki Green, WA    |
| 3. Cathy Mahady, MN        | 8. Alison Boers, IL   |
| 4. Joaquin Rodriguez, MA   | 9. Sonya Vail, AB CAN |
| 5. Martha Pena-Quijano, FL | 10. Krystle Young, TX |

## April 2017: Top 10 Personal Volume

- |                      |                          |
|----------------------|--------------------------|
| 1. Jennifer Callahan | 6. Lori Baker            |
| 2. Heather Findlay   | 7. Stephanie Irish       |
| 3. Rebecca Froelich  | 8. Shawnda Lowery        |
| 4. Dawn Daub         | 9. Bret And Sandy Malone |
| 5. Scott Kresge      | 10. Brenda Scott         |

## Top 15 Selling Candles in June 2016

1. Sweet Orange & Chili Pepper
2. Cherry Lemonade
3. Bugs No-More
4. Odor No-More
5. Hot Apple Pie
6. Citrus Fusion
7. Chili Vanilli
8. Life's a Beach
9. Dreamweaver
10. Orange Creamsicle
11. Berrylicious
12. Tangerine Dream
13. Eucalyptus
14. Chai Tea
15. Coffee Time

## Next Month's Autoship



**Melon Margarita**

July – Sex on the Beach	August – Apple Cinnamon	September – French Vanilla
October – Pumpkin Cheesecake	November – Christmas Pine	December – Hot Apple Pie