

Scent-Sations, Inc. Candle of the Month Newsletter

MIA BELLA NEWS

November 2012 Volume 10, Issue 11

This Month's Autoship: Candy Cane



Candy Cane: The sweet classic scent of Peppermint.

Table of Contents

- [p.02 Tamara Keller Earns Double Diamond](#)
- [p.03 Ashley Davis Earns 10K Rank](#)
- [p.04 Granny Smith Apple and Maple Syrup 9 oz and 16 oz Introduced!](#)
- [p.05 Fall Signature Scents](#)
- [p.05 Our Scent-Sational New Life in Hawaii](#)
- [p.07 In Loving Memory of Logan Candle!](#)
- [p.08 Retail Event Training "Do You Look Like a Slob?"](#)
- [p.08 I Like To Have Fun When I Retail!](#)
- [p.09 I Love Candles... Especially Mia Bella's!](#)
- [p.10 My First Event was a Huge Success!](#)
- [p.10 Dermal Renu and Rosacea](#)
- [p.11 Fear Was My Original Motivator!](#)
- [p.11 How to Break Even With Scent-Sations](#)
- [p.13 Congratulations to this Month's Rank Advancements](#)
- [p.14 Top Sponsoring Distributors for October](#)
- [p.14 October 2012: Top 10 Retailers](#)
- [p.14 Top 15 Selling Candles in November 2011](#)
- [p.15 Next Month's Autoship](#)

Tamara Keller Earns Double Diamond

When I started in MLM, I spent considerable time trying to figure out what to do, and exactly how to do it. I was blessed in that I always knew what I want to accomplish -- I shared my short and long-term goals with my sponsor within days of starting -- I just didn't know HOW (sound familiar?). Then I met a few key people who set me on the 'right' path. That is to say, I had more than one leader guide me to quit trying to reinvent the wheel -- just do what I'm being shown. Could it really be that "simple"?



I also heard the phrase "There's a difference between when you get into MLM, and when MLM gets into you." That's when I realized that it's less important when I start, and more important that I just START. That gave me the confidence to have faith, and take the leap in the direction I knew I wanted to go - building my business by helping others build theirs. Since then, I have been blessed to work with an incredible group of business men and women, many of whom have become friends as well as colleagues.

What an amazing industry to be in, where your path to success lies wholly and solely in assisting others in their path to success! I'm so blessed for so many to have chosen me to assist in their journey to success, and I thank you for sharing this incredible part of your lives with me. Thank You!

Three years into my business, I am doing what I've been shown to do. I gave up the idea that I am going to reinvent the wheel many moons ago, and I am grateful for that. Thank you to an up-line support group that demonstrated early on what needs to be done to succeed (and by default, what doesn't need to be done). I am so grateful that I decided to invest in my business at every opportunity -- driving the 3 hour round-trip to Red Deer twice a month in the early months; attending every Regional event; and attending every FLING (3 so far...) -- it is at these events where I met the people who have achieved what I am working towards; that is where I asked every single one of them how they built their businesses; that is where I learned the importance of "keeping it simple", how to ask "are you open?", and not taking "no" personally. Thank you to every one who has shared nuggets of wisdom over the years; A couple of favourite tidbits I still recall frequently: "Don't let your why become your excuse.", "if it's meant to be, it's up to me", and "YOU are enough!". (There's so many more... be sure to find me at the next company event and ask!)

What it all comes down to was a decision I made. From that moment forward I've stayed true to my goal, my vision, my path. It hasn't always been easy, nor has it always been smooth, and I certainly haven't kept it as SIMPLE as it really should be all along the way. I encourage you to make YOUR decision, and START down your path to success, from this very minute. Know that YOU ARE ENOUGH... If it's meant to be, it's up to YOU... and don't ever let your "why" become your excuse. Keep it simple. Keep the main thing the main thing. Now is your time - Let's DO this!!

Tamara Keller
 Double Diamond Leader
 2012 International Leadership Award Recipient
 2011 International Team Player and Distributor of the Year
 2011 Incentive Trip Earner- Bahamas

Ashley Davis Earns 10K Rank



My journey with Scent-Sations has taken me further than I have ever dared to dream. When I first joined I could not see anything past retailing products, that quickly changed after attending my first regional event in Canada. It opened me up to a whole new level of dreaming and belief in this business. The event left me wanting more! So I attended Fling and was WOWed and amazed.

The feeling at these events is indescribable. I encourage you ALL to come if you have not been. The events changed how I view my dreams, I BELIEVE I can be successful in this business and I AM. It is about mindset.

This last month I told my sponsor and my accountability partner that I was going to achieve 10K Diamond by October 31st. I BELIEVED I could and I DID! When you decide you are going to do something then you will look past any of the obstacles that you might encounter on the way to your goal. If you have a goal for your business I encourage you to tell your sponsor(or find someone you want to work with...or call ME!), set a game plan and start talking to people!

Whether your goal is to sell or sponsor, it doesn't matter. Share your goal with people who will support you, then set out to achieve it. I have been blessed to have an amazing team that I get to work with. I am so grateful for each and everyone of you on my team. It is truly a pleasure and a privilege to get to know and work with you all. It is amazing to see how through this business we are changing lives. My life has certainly changed and yours can too if you want it to.

Ashley Davis, Canada

Granny Smith Apple and Maple Syrup 9 oz and 16 oz Introduced!



“Thank you, thank you, thank you for bringing back the maple syrup candles. I still have melts left as I ordered a lot when it was being discontinued, so thanks. My customers will be so happy!”

Mary Bachert, Ontario

Fall Signature Scents



Mahogany Apple



Jack O' Lantern



Coffee Break

Our Scent-Sational New Life in Hawaii

As I write this article for the November newsletter it's 9:30 pm, the stars outside are magnificent, it's 70 degrees, and we just came in from our nightly swim under beautiful moonlight. Aloha from the Big Island of Hawaii!

Charlie asked us to talk about how our life has changed after moving from a remote small mountain valley in north central Washington to the island paradise of Hawaii. The reason for the move is Jan's health. For the first time in 15 years she is essentially pain-free. That is a huge blessing for her! However, the move was made possible by our Scent-Sations business. Without our residual income from Scent-Sations this move would not have been possible.

In 2003 when we moved to that remote farm my primary marketing method was doing large major shows in multiple western states. It was a marketing method that almost no one else could duplicate! The success key in Network Marketing is easy duplication. Then we learned simple business methods that anyone can use to grow our business, including

taking full advantage of all the really cool and effective tools on our company website, like the videos, newsletters, and comprehensive information on the products and business.

The move to our new home here on the Big Island has provided three distinct blessings:

First, and foremost, Jan's health is markedly improved! She is two years cancer-free, she doesn't have migraines any more, and she is about 90% free from pain. This was our primary reason for moving here, and the change is remarkable, if not miraculous.

Second, neither of us are working long hours running a farm. A farm, no matter how small or large, requires daily chores and attention. Animals need to be fed and watered, pasture irrigation needs to be changed, wood cut for the fire, gardens and orchards cared for. On top of that we both had multiple responsibilities at church, with scouts, and several community volunteer organizations we belonged to. That makes for a very full schedule! It didn't leave a lot of time for working our Scent-Sations business. In our new home we still have church and scout jobs, but our home and one acre of property (mostly still lava covered) take minimal attention. Free time – what an amazing thing it is!

Third, on the farm we were one hour to the nearest stop light, two hours to shopping, and 4 to 5 hours from an airport. We were isolated! Now we are minutes to everything and 20 minutes to the airport. We belong to a BNI chapter and are meeting people who we are introducing to Mia Bella products and the Scent-Sations opportunity. This third factor is going to give us more time to help others to discover the best products on the planet and a business opportunity that is fun, simple, and profitable.

Without our Scent-Sations business this move would not have been possible. Without this business we wouldn't be driving a new car and be debt-free. Making a retirement income and the ability to live in a tropical paradise does not happen overnight. It takes planning, good money management, time to learn the business, and working the business week after week consistently for an extended period of time. Being a distributor isn't enough, you need to do something with your business on a regular basis. The reward, as we are now experiencing, can be life changing.

People ask me on a regular basis if the economy, where I live, health challenges, or family situations, have impacted my business. Yes, they have impact, but not to any long-term significance. In spite of what goes on around you, if you keep your focus on your goals you will reach them. I keep reminding myself of the lesson I teach on a regular basis: this business is not rocket science, an eight year old can do it. Adults tend to overcomplicate things! If you keep your business simple, have a powerful and visual personal mission statement, and work your business consistently long term, you too can live your dream lifestyle.

Mahalo, and we look forward to seeing you in paradise!

Shep & Jan Kuester, Kea'au, Hawaii

In Loving Memory of Logan Candle!



Thank you for creating the Milestone Edition "In Memory of..." Candles. While they can't bring back our precious loved ones, they can give comfort and help us honor their memories. Our little boy was murdered just two days before his second birthday in July 2007. It was the worst child abuse case that Mesa County, Colorado has ever seen. The trial was held over a year after Logan was taken from us and lasted for what seemed like an eternity. Brandon Moore was convicted of murder and child abuse resulting in death; he would face life in prison without parole plus 48 years.

We finally had justice for Logan; we could finally start to heal. In all of those months before, during, and after the trial we grieved. We burned candles, prayed, and made shirts, candles, and stickers to remember him, to support him, and to show our unity as a family and community. A few weeks before you announced the Milestone Edition Candles, an appeals court overturned the murder conviction of Logan's killer. Apparently the judge had defined the word "knowingly" in his own terms which is grounds for a mistrial. Now we are faced with the horrors of going through it all over again; re-living his death, fighting for justice, and mourning his loss.

Our family and community have banded together once again to make sure there is justice for Logan Clark Acord. To cherish his memory, we have started a fund at <http://www.everribbon.com/loveforloganclark> that will be donated each year on his birthday to non-profits working to prevent child abuse like Prevent Child Abuse Colorado and The Kempe Foundation.

To help raise money for such a worthy cause we ordered "In Memory of Logan Clark" Candles from our Mia Bella Representative, Martha Walters, and will sell them, donating the proceeds to the Love for Logan Clark Fund.

The candles are beautiful just like our sweet little boy and will help us forever remember his smiling face.

For more information about our story, the new trial, and how we're working to prevent child abuse please visit: <http://www.facebook.com/loveforloganclark>. Your prayers, support, and love are very much appreciated by our family.

Sincerely,

John and Holly Miller
Logan's Father and Family

Retail Event Training "Do You Look Like a Slob?"



I made a short video Mini Training for my team about doing a Successful Retail event... had many questions regarding this since it is retail event season.

<http://youtu.be/bcB72uEGPQ8>

Cheryl Hill, Montana

I Like To Have Fun When I Retail!

Two of my most successful (by successful I mean fun and profitable) retailing events were held in my own home. The first was a "Malarkey Party" I hosted on St Patrick's Day, and you can guess the theme. Green drinks, Green cupcakes, and tickets earned for wearing green and answering the questions from a St Patrick's Day quiz all went into a draw for a shamrock plant. Green candles were discounted, too, or course. My guests --

my friends -- had a great time at a party that was just that, a PARTY, and everyone went home with some great candles for spring.

The second event was a fundraiser I held in my home. I asked a local make-up artist if she'd be willing to donate her time and some tips, in return I donated a portion of the sales to a charity of her choosing (the YWCA Mary Dover House in this case) - + she got some free candles and make-up :-). My friends and neighbours came over for some wine and cheese, and enjoyed getting some make-up tips using Bella Beauty products. I loved this event because I was GIVING more than receiving; tips and advice to my guests -- my friends -- AND we raised \$150 for a local charity!

Tamara Keller, Alberta, Canada

I Love Candles... Especially Mia Bella's!

Ever since I was very young I have been fascinated with them, so it made sense when I bought some products from another direct selling company. A friend of mine was selling their warmers and scents you melt in the warmers, so I purchased a warmer and a few different scents, but when I would melt them, I would get nauseous and headachy.

I tried several different scents the company had to offer, but I would get some nasty feeling side effects every time I used them! I was rather disappointed, but it was soon to be turned around!

Several months later I was working at the Stampede when I came across Mia Bella's booth. I decided I would try a few of their Melts out, and when I got home, there were no headaches or nausea to follow! A few months after that I was getting the itch to buy some candles for the fall and winter season, so I called my distributor up.

I casually asked her about the business opportunity, and she gave me some info about it. As you can probably tell.....I enrolled in Scent-Sations!

I had my first launch party on Saturday and I had a great turnout, both in attendance and sales!

I didn't think I would make back my initial investment with Scent-Sations in a matter of hours! Wow!

I was also really surprised at how simple and fun the party was, it was amazing! I wasn't breathing down anyone's neck or forcing product on them, they just bought what they liked. I can't wait for my second party and what else this business has to offer.

I'm super glad I found Scent-Sations, and didn't stay with the other company, because the scents and products I am finding here are unmatched in the quality!

Ashley W- Calgary

My First Event was a Huge Success!

I had my first in home event on Friday, Oct 12th. It was a huge success. I marketed on facebook and gave out fliers. I constantly updated my status with the event date and name. However, my facebook friends had to inbox me in order to get the location. I had about 30 people attend. Three of my team members assisted me. I showed the 15 min dvd. From this event, I have 3 strong prospective recruits. One of which is going to be signed up before the next event on Fri Nov 9th, so that she can incorporate her business debut.

One of the guest that attended took a catalog and called me 2 days later with a \$216 order. And she had someone on the phone with her who booked a home party for Fri. Nov.16th. Oh by the way my sales from the "T.R.E.N.D. Candles & Wine Happy Hour Mixer" was \$381.

Basically, I displayed and served wine that matched each candle from our winery line, which had the place smelling divine! They had to donate \$5 for 2 glasses of wine which was the limit. This helped cover the cost of my wine purchase.

I also displayed at least one of almost every product that we carry.

Many are looking forward to my next event and excited about bringing a friend. I have about 15 rsvp's already. Every one that brought a friend the last time name went into a drawing and the winner received a 16oz. candle.

Renee' Taylor

Dermal Renu and Rosacea

We have had several users with Rosacea who have had great success with the Dermal Renu products. There are ingredients in Dermal Renu that are anti-inflammatory in nature and help with the evening of skin color and tone.

To date, we have not received any complaints of Dermal Renu aggravating Rosacea and all of the products have gone through extensive studies for dermal sensitization and irritancy and the results were stellar with being free of irritants.

What we do recommend to users to give them peace-of-mind when trying the products for the first time is to use the system for one full day or two on a small area on the side of their face. That way, they can see how the system will help with their Rosacea prior to applying it all of their face. With the money back guarantee there really is no risk for the customer getting the system to see if it can help her, just like it has for so many others.

Kathryn Nespoli, Marketing Director, Wellness Formulations

Fear Was My Original Motivator!

As I reflect back 10 years ago, when I first joined Mia Bella before Scent-Sations was even launched, I was told the more cases of candles you order, the cheaper they are. This statement put my mind to thinking. So I ordered 20 cases of the 14 oz. jar candles. I will never forget the day the four-wheeler truck delivered those 20 cases of candles. The longer I looked at those 20 cases of jar candles....FEAR....set in. I never thought FEAR could motivate a person so much.

The next morning, I loaded 5 cases in my car and started on my journey to sell them. No-one here knew much, if anything, about candles like these. Not even me!!!! What I did know was there were none anywhere like them. I practiced my made up "script" all the way to the beauty salons, gift shops, banks, attorney's offices, relators, and every business I came to. I continued this journey for 2 months at which time I had sold all but one case of candles.

I'll admit "FEAR" might not be the best motivator but it certainly worked for me that time. I try to stick with "excitement" and "joy" now since they don't get me as emotional.

Cille Bolling

How to Break Even With Scent-Sations

One of the first financial concerns for new distributors is, "What does it take to break even on the monthly autoship cost?" there are actually two answers to that question, one short-term and the other long-term.

The obvious answer for short-term break even is to retail enough product every month to cover the \$100. One-to-one sales, parties, bazaars, asking people to try (then buy) the products, and so on.

Because Mia Bella products are very competitively priced, and the profit margins are (on average) 45%, making \$100 or more in profit every month is not too big of a challenge.

This puts immediate cash in your pocket. This is the traditional retail method of business that does not take advantage of the Network Marketing business model advantages.

Now let's get to the long-term break even answer, meaning a residual ongoing passive income that pays you a minimum of \$100 every month. Standard businesses do not offer a residual feature, this is an exclusive, and prime appealing feature, of Network Marketing.

This process requires building a team, but how many people do you need to sponsor in order for break even to happen?

The average person, who is actively working their business, can sponsor maybe 10 people, the majority of whom they personally know, within a year. If this is your first reaction, yes, if you sponsor 10 people personally, and each has a \$100 autoship, you will be earning \$90 a month in residual income, which is within a couple dollars of your autoship cost, so let's just say your goal has been met. Two or three retail sales and you have exceeded the amount needed.

The above example has YOU doing all the work. If you were in a retail business, that's normal... but you're in Network Marketing, which is based on others duplicating what you are doing!

Let's change and simplify the process! Let's REDUCE your workload.

Instead, we are going to use The 4-2-1 Process. Sounds like a fertilizer formula for your yard, doesn't it? Well, fertilizers make things grow, so that similarity isn't too far off the mark!

Here is the Break Even Income Formula:

You sponsor 4 people.

Those people each sponsor 2 new people.

Those people each sponsor 1 new person.

Doesn't sound like a lot of money, does it? This is where compounding and the 'magic' of Network Marketing come into play, and this explains why Network Marketing has gained such popularity over the last 60 years. Here is the chart that shows you the results:

Break Even Income				
Level	People	GV	Pay %	Commission
1	4	\$400	9%	\$36
2	8	\$800	4%	\$32
3	8	\$800	4%	\$32
20		\$2,000	Month	\$100

You sponsored 4 people, and you probably know these people quite well. They most likely are family or close friends.

They subsequently each sponsored two people, and there is a probability that you barely know or don't know those people.

This last group of people each sponsored 1 new person, and now there is a 95% probability that you have never met any of those new people.

Because of the power of the Network Marketing business model we just reduced your actual workload by 60%! And you just created a \$100 per month passive residual income

working part-time, putting maybe 6 to 8 hours a week into your new business.

All it takes is a total of 20 people in your network to create that passive income.

Some of those people are going to see what you are doing and will duplicate the above scenario with their own teams. After all, doesn't it make sense that they too will want their monthly autoship paid for? That is when that residual income number will begin to grow, and grow, and grow. Duplication is a powerful force! Once started, it develops its' own momentum.

Standard brick & mortar businesses, even small home-based businesses, require three to five years to reach the break even point. You can reach that point in 30 days.

\$100 may not seem like a lot of money. If this were interest earned from a bank savings account you would need to have a principle amount of \$171,000 to earn that much money on a monthly basis. You most likely don't have that kind of money to put into your bank savings account, but your business is 'worth' that amount, thus you earn the \$100 in commissions.

This presentation is a mini-representation of the Four Years to Wealth system. Your first goal is to reach the Break Even Income. There are three more steps on the way to The Good Life Income level. Watch for future articles.

Congratulations to this Month's Rank Advancements

Tamara Keller – Double Diamond Distributor

Ashley Davis – 10k Diamond Distributor

Dustin Davis – 2k Diamond Distributor

Susan Cortes – 2k Diamond Distributor

Brandy Winter – Diamond+ Distributor

Karen Hudak – Diamond+ Distributor

Diane Kondreska – Diamond+ Distributor

James Day – Diamond+ Distributor

Top Sponsoring Distributors for October



Brandy Winter
Susan Cortes
Stacey Pfohl
Ashley Davis

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



Kirk Haskins
Jen Ouellette
Kayla Monnery
Becca Mutz
Lori Clark
Kymberley A. Cole
Cheryl Hill

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

October 2012: Top 10 Retailers

1. Rosemary McKenzie, AB CAN
2. Karyn Snyder, PA
3. Leah Warner, SK CAN
4. Gisela Vazquez, GA
5. Stacey Pfohl, TX

6. Sharon Trachsel, WI
7. Renee Day, SK CAN
8. Greg Queseth, AB CAN
9. Brandy Winter, AB CAN
10. Dawna Coogan, AB CAN

Top 15 Selling Candles in November 2011

1. Sweet Orange & Chili Pepper
2. Christmas Pine
3. Home for Christmas
4. Hot Apple Pie
5. Chili Vanilli
6. Apple Cinnamon
7. Candy Cane
8. French Vanilla

9. Angel Wings
10. Christmas Essence
11. Pumpkin Spice
12. Grandma's Kitchen
13. Creme Brulee
14. Pumpkin Cheesecake
15. Holiday Memories

Next Month's Autoship



Apple Cinnamon

Upcoming Autoship Scents

January – Country Spice

April – Citrus & Sage

July – Ocean Mist

October – Pumpkin
Cheesecake

February – Fresh Laundry

May – Coconuts & Lime

August – Chili Vanilli

November – Candy Cane

March – Lilac

June – Bahama Breeze

September – Grandma's
Kitchen

December – Hot Apple Pie