

MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



November 2013

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This Month's Autoship: Candy Cane

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New Hand Painted Candles A Huge Hit!



Scent-Sations, Inc. unveiled another of its line of "artist inspired" scented candles with our two new hand painted signature candles. "Holly Jolly Christmas (Christmas Pine)" and "Happy Holly Days" (Home For Christmas) are already a huge hit in the field!



Scent-Sations, Inc. also introduced "Let It Snow"....A wonderful fruity and spicy scent that fills the room with a pleasing aroma - a perfect candle for any season!

What Do Scented Candles Mean to YOU?

When Bob came to me in 2001 and said "I found a new product for us to market!" I was excited as usual.

Then he "hit me" with the news and I thought....oh no!

You see I made the very same mistake that most people make when they hear about Scent-Sations.

This mistake can go both ways....but the bottom line is that the mistake creates the same result.

What mistake is that?

The mistake for me was to view scented candles as a product and NOT a market. I could not see myself involved in scented candles. After all, I did not burn scented candles, did not have anything scented in my home with the exception of whatever was cooking in my kitchen. I actually disliked scents in just about anything. I always use unscented everything.

So, at first....using the "logic" from the previous paragraph I was very much taken aback by the suggestion that he and I get involved in scented candles.

For a while I was the "reluctant candle guy" and it took me about 1/2 year to realize that I was looking at scented candles from a very wrong perspective.

As a marketer who likes earning a living in that field, I was supposed to look at the "market" for scented candles. Whether I personally used scented candles or not did not change the market for them.

Once I got over my mistaken ideas of Scented Candles I put my "smart thinking cap" back on and looked at the Scented Candle market place and that is what got me very excited about being involved with them.

I found that there were only a handful of "standout" scented candles and the market was almost entirely dominated by ONE company.

I found in those 6 months and every year after, that the majority of Mia Bella's Customers were former customers of that company. They told me over and over that Mia Bella was a better product.

Fast forward to just a few days ago...It was announced that the company was purchased for \$1.7 BILLION dollars! The buyer felt that this company was a growing business!

I have explained to you that I represent the person who did not see themselves "selling candles."

I made the mistake (at first) of stinking thinking...rather than thinking as an entrepreneur who is in the scented candles market ...a multi billion dollar market with potential for my company to get a piece of it.

The other side of the coin is the person who sees Scent-Sations as a company where they "can" sell scented candles!

YOU are missing a huge piece of the puzzle and that piece is THE piece that can change your life forever.

If you can re-invent your thought process and begin to understand that you are in a position to actually build a team of "scented candle consumers" where you get paid on the wholesale consumption of each and every scented candle that is purchased by them....you can understand the power behind becoming a team builder instead of simply a scented candle seller!

Ask Yourself, What Duplicates?

As network marketing leaders looking to expand and grow our teams, we must constantly be asking ourselves, not "What works", but "What duplicates?"

It is duplication, not one-time-action, that leads to growth in any network marketing organization. It is duplication that takes a team of 10, and turns it into a team of 100, takes a team of 100 and turns it into a team of 1,000, and takes a team of 1,000 and turns it into a team of tens of thousands.

So what is a good duplication litmus test? The motto the Free to Relax Team has always used is "What I'm about to do with you, you must be able to immediately do, with the next person you meet. Whether that person lives across the street, across the town, across the state or across the country."

Think back to the last 3 or 4 people you have brought into your business. Was there a system in place? Did each person experience the same series of simple steps, leading them through the process of discovery, research and partnership?

Does someone need to be a company veteran in order to implement these steps? Or are they simple enough that a brand new person can do it?

Another good test, when evaluating any step in the prospecting process, is to ask yourself, "Is this method child-proof?" In other words... Could a 10-year-old do it? If not, then it's probably too complicated.

If we can all remember these things... to ask ourselves, not what works, but what duplicates, then this entire company will become successful. Train yourself to follow a simple series of prospecting steps, train your new people to do the same, and they will

follow-suit and teach their people the same steps as well.

We have a network marketing friend who retired back in the 90s. While on our honeymoon, Rob and I met a bus driver who was a new distributor in the same company our friend had been a part of nearly 15 years earlier. How did we discover this? We were prospected by this bus driver! The approach he used was virtually word-for-word what I had heard our friend teach, time and time again.

I couldn't help but ask.... "Excuse me, but is there any way you are with XYZ company?"

His reply? "Yes! How did you know?"

That, my friends, is duplication at it's finest. When you can teach and implement a process so simple, that it's use outlives your own career by nearly 2 decades! We look so forward to creating these same stories with Scent-Sations, and with you!

Jordan Schneider-Ramirez

Scent-Sational Sponsoring For Fall!!!

Congratulations to the following Free to Relax Team Distributors...
WINNERS of the Sept 20th – Oct 31st Team Building Contest!

Sponsored 1st Distributor:

- Christina Sousa-Poza
- Maryellen Camorote
- Herman Cox
- Sheila Hendrix
- Stacy Wiggins

Sponsored 3 or 4 Distributors

- Maryellen Camorote
- Sue Harrington
- Allison Boers
- Kathy Schneider
- Sharon Williams

Drum Roll Please..... for these four TOP RECRUITERS who did an incredible job sponsoring 5 Autoship Distributors:

- Tracey Gilmore
- Joe Natishak
- Tracy Russell
- Cathy Mahady

We Are “Smiling and Dialing” For Team Members!

My team and I are having fun and success working together to call our prospects. I jumped back into team building after taking too long of a break this past year but the system still works the same after all this time. If there is anything I remember from before my break it was

- 1. Find people to talk to**
- 2. Qualify them**
- 3. Invite them to take a look**
- 4. Pick up the phone and Follow up, Follow Up, Follow Up!**

We have been doing just that but as a team some days! Every week I'm making live dials to prospects and allowing my team to listen in or participate with me. Sometimes it's just myself and one team member or we use a conference line where several of us can rotate calling the names on our lists. Last month we were able to sponsor 8 new team members while working together. I sponsored 5 and my team members participating each sponsored one new team member. They each have been so coachable and are making dials on their own along with our weekly dialing sessions. I want to congratulate **Herman Cox from South Carolina, Stacy Wiggins from Tennessee, and Sheila Hendrix from Alabama** on sponsoring their first team member in October and always showing up for the dialing sessions. **Diamonds coming soon!**

During these calls, we learn from one another and sometimes my team has an instant 3 way with the prospect taking a look as they don't have to go far to get me on the line. (smile) We do initial and follow up calls during these dialing sessions. The sessions are 1 to 2 hours long and we have done them morning, afternoon, evening, and on Saturday. I believe the live dialing sessions are a true contribution to our October success and we look forward to many more to come! The best part is the duplication that will continue to happen as long as we continue to be consistent with our efforts. Way to Go Team!

Tracy Russell

It's Never Too Early To Plan For Summer Fling!



Summer Fling is THE most important event of your Scen-Sations business and everyone should be working on a way to attend it!

Let's break it down. The ticket and 4 night's hotel average \$600.00. You have 7 months to start earning/saving and preparing to get to this event.

You need to make an average of \$86.00 a month from December to June to cover the basic expenses. If you are not earning that you need to figure out ways to do so... and if you are not earning that anyway you need to be working your business differently.

Fling is the single most important event of the year, and it does make a difference how you view your own business.

Last year at Fling I did a seminar on giving yourself a review. Sometimes it is hardest to take a look at yourself. I have broken that down into a six week course I will be doing with my team after the New Year. With all of the new products, systems and ways to make money offered to us there is no reason you cannot write your own ticket to success.

So... I want to wrap this up by saying I want to see all of your smiling faces in July 2014!

Jen Horn

Dance Studio Brings in Funds for Competitions



I just completed a combination Custom Label and Catalog Fundraiser with a local Dance Studio. It was so fun to see the reactions of the dancers when taking the lids off the sample jars. I am so glad to represent a product that appeals to so many people. It just isn't "hard" to "convince" someone they "should" buy. The candle just makes it so easy.

Twelve dancers sold \$1,833 in candles over a two week period. It's a win-win for all. The kids get to use the funds to lessen the

expense of their competitions, and the buyers get great gourmet products for themselves and for their holiday gift giving.

Cathy Mahady

Mia Bella's "A Smile In A Jar!"

"You should should change the name of Mia Bella's to Smile In A Jar" because everyone I handed it to smiled after smelling it!"

Lisa Shannon

Note from Charlie Umphred VP Scent-Sations Inc:

"When we first started Scent-Sations CEO Bob Scocozzo loved to tell people that in his entire networking career Mia Bella's had a unique characteristic... "They don't all buy and they don't all sign up...but everyone smiles when they smell it!"

This is A Scent Company With Great Returns!

I enjoy spreading all our good scents around everywhere I go and with my co-workers. Another Electrician who I work with has purchased a couple of candles from us before but has been some time since he has had one. We were working together the other week and he asked me if I could bring in some Christmas Holiday scent samples for him and his wife to smell.

He let me know what they liked and didn't like so I said I would be glad to bring in some Mia Melts. So the next day I took in around 20 or 25 Melts and he had a ball smelling them. He picked out 6 that he liked and thought his wife would enjoy. I asked him if they had a warmer and he said he was not sure.

He called me that evening and asked if I had a warmer since I already said I could lend him one to try out the Mia Melts. This was on a Friday and Monday evening he called me and wanted to know where to send me a check for the warmer and more Mia Melts.

He commented in how well it was as a night light and the house smelled great at the same time. This truly is a smell and sell company. Once you give out something for someone to try, they will buy it or come back for more.

Gerald Horn

Mia Melts Are A Great "Ice Breaker" at Home Party!

Whenever I have a home party I tell my host to turn on simmer pots in a few of the rooms. This is a great way to welcome your guests and to show how powerful the scents from Mia Melts really are!

I also ask the guests what kind of combinations of Melts that they would do if they had a simmer pot and Mia Melts....this kind of "brain storming" will many times create a lot of Mia Melt sales that probably would have not been sold until they heard the mixer ideas!!!

I also tell my guest that when they are finished and the melted pool of wax cools, place the simmer pot dish in your freezer, for about 15 minutes and then you can pop the cold wax right out of the pot!

Charlene Schmidt

Mia Melts... By Far The Best!!

My family tried a little test. We took 2 Mia Melts and put it in front of a small portable fan and then turned it on. The smell of the Mia Melts spread throughout our apartment. You really should try it. I sell my candles by letting people know they are so good they don't need to be lit to enjoy them. I have been selling for 3 years and loving every minute of it!!!

Janice Parr

I Love My Free Mia Bella's Products!

My last three customer/fundraising orders resulted in **FREE** product for myself because of the **Buy 11 Get 1 Free** for the jars or the **Buy 3 Get 1 Free** for the sculptured candles. This can greatly increase your profit margins or gets you free product. I got my Harvest Jack sculpture free for my fall burning. And now, I don't have to pay now for my candy cane jar I wanted for myself for the holidays.

Cathy Mahady

Bella Bar/Balm A Two Step Acne Killer!!!

The Bella Bar Soap and the new Sweet Orange and Chili Pepper Moisturizer keeps my acne away!!!

I didn't know that would even be possible. I break out every month like clockwork, but I use the soap on my face and the balm afterward and it works like magic!

Ashley Foster

Angel Lieland: Distributor On The Go!!

From Tracey Russell:

“Angel joined Scent-Sations on October 3, 2013 with a desire to retail only I told her the best way to retail would be to have candles with her at all times and be ready to stick a jar under someones nose daily.

Last week she stopped by my house and we placed her first order of twelve 16oz jar candles. I also showed her the email from Charlie about how he and Bobby sold over 50K in a few short weeks by doing this simple method. Today she had some errands to run and she put that case of candles in the trunk of her car. She needed a new battery for her car, the salesman carried the battery out to her car and she introduced Sweet Orange & Chili Pepper. Sold!

She needed to drop off "Grandmas Kitchen" to a customer and while doing so sold another jar to this customer. She stopped by a local automotive business to see a friend and sold a jar to the owner. During this visit, she also was invited to set up as a vendor for free at early December event.

She also passed out samples at the license branch and Subway. A lady at Subway told her to stop back again and she would buy a jar. Tomorrow, she has an appointment with the Chiropractor and plans to have her jars and samples ready. She didn't go out of way just worked her business while going about life. Nothing Complicated just Easy Peasy!"

Congratulations to this Month's Rank Advancements

Brandy Winter – 2k Diamond Distributor

Amanda Harding – Diamond+ Distributor

Gabriel Carter – Diamond Distributor

Kerry Miles – Diamond Distributor

Sharon Ramos – Diamond Distributor

Top Sponsoring Distributors for October



Alison Boers
Tracey Gilmore
Tracy Russell
Cheryl Hill
Cathy Mahady

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



Sharon Williams
Joseph Natishak
Amber Strong
Floyd Margason III
Sue Harrington
Stacey Pfohl
Maryellen &
Domenick Camorote

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



Kathy Schneider

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

October 2013: Top 10 Retailers

1. Stacey Pfohl, TX
2. Blake Radetsky, TX
3. Maureen Kimball, MD
4. Sara Colville, PA
5. Jacquelyn Snell, KS
6. Lisa Gopaul, NY
7. Jacki Hanson, MN
8. Clara VanDyke, SC
9. Kim Taylor, VA
10. Vicki Green, WA

Top 15 Selling Candles in October 2012

1. Christmas Pine
2. Sweet Orange & Chili Pepper
3. Home for Christmas
4. Hot Apple Pie
5. French Vanilla
6. Grandma's Kitchen
7. Pumpkin Spice
8. Christmas Essence
9. Chili Vanilli
10. Snow Place Like Home
11. Angel Wings
12. Apple Cinnamon
13. Spiced Cranberry
14. Holiday Memories
15. Very Berry Christmas

Next Month's Autoship



Hot Apple Pie

Upcoming Autoship Scents

January – Moroccan Nights	February – Fresh Laundry	March - Lilac
April – Bamboo Rain	May – Bugs No More	June – Melon Margarita
July – Cucumber Melon	August – Ordor No More	September – Harvest Time
October – Cinnamon Raisin Bun	November – Home for Christmas	December – Hot Apple Pie