

Scent-Sations, Inc. Candle of the Month Newsletter  
**MIA BELLA NEWS**  
October 2012 Volume 10, Issue 10

## This Month's Autoship: Hot Apple Pie

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## Fall and Christmas Scents Are Now “Hot Items!”



There are candles that are top sellers all year long and there are candles that are “seasonal” Now that the leaves are turning color and there is a frost in the morning air, we are seeing the annual Fall and Christmas lines starting to go out the door daily!

Now is the time to start taking some of your holiday and fall candles to work to show your co workers, carry a few in a cloth bag and show them around to people you come in contact with. Many of our distributors take a candle to lunch or dinner and just place it on their table. Many times this generates conversation among the waitress/waiters and even among patrons.

Who do you know who owns a small business that has a walk-in business? Show them the potential for adding extra income to their business by selling Fall and most especially the holiday line of candles during the next 3 months.

Do you go to a chiropractor? Many chiropractors are now marketing products in their offices. Natural Wax candles are a “natural fit!”

## Ignite Your Dream (Calgary 2012)



*Presentation of authentic Calgary white hats as our "Thank You!" to Bobby and Charlie*

Thank you to everyone who was a part of Ignite Your Dream, fall 2012, in Calgary! You were an integral part of creating the success of this event! Said another way, it wouldn't have been nearly as amazing without you there, period. I do want to send a tremendous amount of gratitude to Ashley Davis. Without you, Ashley, the event simply wouldn't have happened! THANK YOU for who you are, and all that you do! Thank you also for everyone who worked hard to make the day incredible: Bobby and Charlie for making the trip up from home office; Linda as emcee; Candisse, technical specialist; Carrie-Lynn and Nancy welcoming everyone; Pam for creating our 'scorecards'; the Canadian Leaders Team for donating a table-full of prizes; and all of our speakers throughout the day who shared wisdom, inspiration, motivation, tips, tricks, and ideas. THANK YOU.

Being so closely involved in putting this event together, I found it difficult to fully 'experience' it at the time ... or maybe I did. Looking back, I recall many "A-HA!" moments; not all the day of the event either, but in the events leading up to and following Ignite Your Dream. The most poignant A-HA moment of the day for me was something shared by our upline Director, Nikkea Kayler (and I paraphrase): "Let go of the tired old story you've been hanging on to. It's time to tell your NEW, exciting story." I realized that I was hanging on to a tired old story, and it WAS holding me back. It doesn't matter what limitations were placed on me before, what I did (or didn't do) yesterday, or what I thought about yesterday. That's history. Failure is an event, not a person (Zig Ziglar). What matters is what I am doing TODAY, and from this day forward, to create the tomorrow I dream about.

We have this amazing GIFT to offer to everyone around us! We are in the midst of "candle season". We are heading into winter, when the weather wreaks havoc on our skin (and we have a GREAT product to combat that!). We offer arguably the highest quality cosmetics available on the market today. We have a new vendor program, personalized holiday candles, and all the tools we could possibly need to CREATE.

What you choose to create is up to you -- but it will be created by YOU. You are where you are today due to your past choices. You will be where you are tomorrow due to your current choices. Decide who you will become, Do something every day to create that person, and Develop your mindset and your skill-set. Believe you can and you're half-way there (Theodore Roosevelt, and the theme for Ignite Your Dream, fall 2012).

Let's DO this!

Tamara Keller, Calgary, AB

## Canadian Regionals and Fling Made Me a Believer!



I enrolled in Scent-Sations in October of 2011. As I am getting close to my first year I have reflected back on my journey. I saw the "big" picture right away because nine days into this business I went to our Canadian Regional, met our fantastic owners and received so much "money making" information.

I made many mistakes along the way, began to lose faith in myself and was wondering why I was having trouble building my team. However, I NEVER gave up. Tamara Keller, Ashley Davis and many others gave me so much support and motivation to keep going.

I decided to pack up my family and travel, by truck and camping, to Pennsylvania for Fling. That was the second best decision I have made within my business. I have been on fire since. I walked, talked and got people's numbers the whole way home.

My first show since being home was a team show for Global Fest, an outdoor fireworks competition that draws many people, and I signed on two new distributors at that show. I am on a roll now and not stumbling as much. The power of attending Fling has increased my confidence in myself, my belief in the company and products, re-lit my fire and provided an even bigger support system.

I am so glad I joined this business, didn't quit when it was hard and moved my family into a brighter future. My Scent-Sations business has increased my finances to a point where I can be an independent women and raise my children without the worry of where the next meal will come from, but has given us so much more than that. Thank you for making many of our dreams come true and I look forward to where my next year in this business will take us.

Lyndean Dugas, Calgary, AB

## New "In Memory Candles" Introduced At Calgary Regional



A wonderful lady I network with is ordering 25 of the "In Memory" Jars to sell/give them and the money that they raise along with any other money she raise's will be donated on his next birthday July 19 to honor her stepson that was murdered a couple of days before turning 2. Such a Sad story. She will also be using the candle to bring awareness and raise funds to help prevent child abuse. I am thrilled Scent-Sations created this line.

The calming scent of Lilac and the warmth of the flame will help bring peace and wonderful remembrance to their hearts.

Martha Walters

## New Melts Introduced in October



### Coffee Break Designer Melts

### Orange Dreamsicle Designer Melts

Scent-Sations recently added “Coffee Break” and “Orange Dreamsicle” to our Mia Melts line of products. This was due to the many emails we received from our teams in the field who had demand for them after they showed their customers the new sculptured products!

## “New Sculptured Candles” A Huge Seller!



I'm sure by now Carmen has heard this quite a lot, but wanted him to know that he has blown me away with the new Coffee Break!! It totally amazed me and I have been showing it since last Saturday when I recieved it and taking some orders. I hope the warehouse is full of this one because I think it will be a huge seller! Please thank him on behalf of all of us out here!

Linda Seagren



“I can't keep the new Signature series in stock for my shows. They are in my car and where ever I go, I show them. People want these candles!!! Monday I received a case of them and today, Friday, I have three left and that is just from showing them to people. We bought a new car yesterday and I sold four of them at the dealership with orders for more. Tomorrow I have a show and my next case won't be here until next week. “

Linda Morrison



“The new Sculpted Signature Series line continues to be a HUGE hit for me. At our weekend festival at Hunter Mountain, I literally sold out of 2 cases of them in 3 hours. Coffee Break was a BIG hit as was Orange Dreamsicle. I could have probably sold a case of each of these if I had them with me. I have another festival this weekend that I had to restock my Signature line completely-waiting to see the feedback on the Mahogany Apple jar. “

Kathy Lerchenmueller

## The Power of Gifting!

I want all of you to think about one of the most powerful ways of selling products...that way is called GIFTING!

I have never been one who enjoys selling things.....I am a retailing nightmare...I don't enjoy it and would never have gotten into MLM had I thought that the only way to make money was through retail sales.

That being said...over the years I have become pretty adept at selling stuff. Personally, since I have always focused 100% of my efforts into recruiting new distributors, when I develop a retail customer I usually tried to get them to enroll and buy wholesale from the company, but since I have always built big and built fast, my commissions usually paid all of my bills and allowed for money to be put in the bank.

I have always treated my business as a BUSINESS. This means I understand that in order to grow a business one has a marketing budget. That budget can show up as flyers, ads, etc. One area that has always been in my marketing budget has been product gifting. I have found that this is one of the easiest systems for non sales types to get lots of sales!

Set a budget in place that allows you to hand out a certain amount of products each month. If you are going to hand out melts, I would suggest you get a pack of small baggies at a craft store that will hold at least 3 melts... and then hand out 10 to 20 of these packets to PEOPLE YOU ALREADY KNOW WHO YOU HAVE ASCERTAINED HAVE A SIMMER POT AT HOME, OFFICE OF COLLEGE.

Each month, hand over a small "sampler" to those 10 to 20 friends and tell them its a gift and if they like it dont hesitate to tell their friends about the products. You can even tell them that if they have friends who have a simmer pot and who would like to be added to your gifting system, have them call you.

I can say with all sincerity that in less than 6 months you not only will have made all your money investment back but you will have a ton of customer orders from these people! Because our products are so good (the melts are the strongest scented of all our products...which probably makes them the strongest scented melt on the planet) your friends will want to buy them because they will not be able to reproduce that same scent power from any other brand!

Gifting is an incredibly fast way to get your products into your warm market....try it and watch your business grow!

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I learned this system from one of Charlie's action team emails (hint, if you are not getting these amazing emails..you are missing out on a university of knowledge!..it is easy, simply email [charlie@scent-team.com](mailto:charlie@scent-team.com) and say action in the subject line!)



The results are nothing short of amazing. In a few short weeks I already have a 6 new product testers, converted a lady from burning those other candles to ours she placed an order for \$30 and has a list of other stuff to purchase. I just gave a simmer pot to someone that was using tea lights to burning hers and now she loves our melts and learned a new way to burn without the toxic flames.

I hate chasing people to buy but I have found it to be much easier to give a free gift for people to try and let them see for themselves how great our products are. And not to mention a good friend told me I need to start getting into home parties because I light up when talking about our products and know more then I lead myself to believe at times. GET OUT OF YOUR OWN WAY, change your way of thinking and watch how things will change for you.

Lady Jane

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I have "converted" at least 20 customers who used to buy a different network marketing company's melts by offering a free melt by mail on my personal facebook page. I also give a candle away ever week and I have watched my sales grow because of it!

Jen Horn

## **Be Prepared... A Great Motto to Do Business By!**

Wherever I go, I have in my purse, which is a computer bag, Ipad-to sign people up on the spot; pen and small tablet to take name, telephone number etc, cards to pass out, and catalogs. Depending on my destination I have carried a 9oz candle and a burned candle.

I took my mom to Walmart shopping, put my bag in her cart and then went to another end of the store to pick something up for her. On my way I saw a couple sniffing candles. I stopped and asked if they liked to burn candles or were they buying for someone else. They were buying for themselves so I told them about Mia Bella candles. Alas, I didn't have anything with me so told them to wait a minute while I went to get my stuff.

I couldn't find mom so had to go back empty handed. The lady took my name and number and put them in her phone as they didn't have pen and paper either. I continued on to get the item for my mom and on my way back by the candles I saw a lady sniffing and she had picked up a simmer pot. I stopped and struck up a conversation with her about our candles but of course I still didn't have my pen and paper with me. She gave me her card and wants to do a party where she works. I am to call her in a couple of weeks. When I found my mom, I got my stuff and struck out for the candle section again. As there wasn't anyone around the candles I was beginning to feel like a stalker so I then went "hunting". I looked in peoples carts to see if they had bought any candles. I didn't see any but I did learn my lesson. If I don't want to carry that monstrosity of a bag around the store, I will take my cards, pen and my tablet.

Linda Morrison

## I Had A Good Week!

I had a good sale this week as I went into my new bank with my Black Mia Bella Bag and 2 Simmer Pots and sold the Supervising Manager a Simmer Pot and some Hot Apple Pie Mia Melts and some Sweet Orange & Chili Pepper Mia Melts.

She looked at all of my scents in my Black Mia Bella bag and could not believe all of the wonderful smelling scents. She especially likes the Waterlilly and Jasmine.

I have an Old Black Mia Mella Bag back from 4-years ago, so I got to thinking that I should probably get an updated one with all of the new scent samples in it.

This new customer plugged the simmer pot in right away at the bank and fell in love with the Hot Apple Pie scent.

I have written down my dreams and what I want and where I want to be

Jane Dugan Felix

## New Bamboo and Watermint Bella Bar A Hit!



“My wife and I just wanted to let you know that we have finally got to try the new soap and we absolutely love it. The scent is very subtle and my wife says that it makes her skin feel alive. I like the way it rinses off and it does not make my skin feel dry. “

Ron and Rena Arney

## I Used the “Bella Barter” System!

I have been corresponding with the owner of a biker mag. about advertising. He really seemed to take a liking to me I guess. First he lowered his price for the ad, he got his graphic designer to make a bus. card ad for me. I told him I just couldn't swing it right now, maybe Oct. So the next day he sends me an email, and makes me an offer I couldn't refuse. He wants to barter for the ad, \$100 worth of candles in exchange for the ad. He said he needed to buy Christmas gifts anyway. I wrote back and said absolutely

Frances Avery

## Distributor on the Go



Hi guys, here's a little something about how I got started with Mia Bella. I wanted to find something that I could do from home on my own time to make some extra money to play with or pay unexpected bills that might come up. I got to thinking about candles because I burn them everyday. So I got to doing some research on the internet and came across Cheryl Hill and I got to reading about her and her business but I never heard of Mia Bella before so I inquired about it and she called me. I was skeptical at first but signed up anyway. When I received my shipment and burned the candle I was in shock because I had never burned a candle that didn't produce smoke and leave soot on the jars let alone produce the scent these candles do. I was completely sold on these products within the first hour of burning.

I got so excited that I starting sharing and telling people about the candles. The next thing I know I'm building my own team simply by showing and telling people why I love the candles so much. I get excited when customers call me or email me back and tell me that I was right about how they perform and that they want to see what other scents I have in stock.

When I first started I didn't really think about building a business this quickly but now that it's become a reality, my dream is to build a small store on my property and stock my store with nothing but Mia Bella products. I love sharing these candles with other people and seeing the look of WOW on their faces or hear it in their voices when I get callbacks.

My advice to you all even when you hear NO I'm not interested, remember there will always be a yes out there you just have to find it. Be excited and happy about the products you sell and others will see that and want to know more. What are you waiting for get out there and build your team and your business.

Jennifer Moore

## Congratulations to this Month's Rank Advancements

Charley Boudreau – Diamond+ Distributor  
Evelyn Pardellas – Diamond+ Distributor  
Jennifer Moore – Diamond+ Distributor  
Lyndean Dugas – Diamond+ Distributor  
Yamira Medina – Diamond+ Distributor

## Top Sponsoring Distributors for September



Evelyn Pardellas  
Jennifer Moore



Cheryl Pope  
Lyndean Dugas

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

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



Donna Galbraith  
Cynthia Suchowacki  
Kari Van Kleef  
Renee Taylor  
Vicki Green  
Yamira Medina  
Charley Boudreau  
Lori Clark  
Kirk Haskins

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

## September 2012: Top 10 Retailers

1. Jennifer Bruen, PA
2. Sharon Trachsel, WI
3. Stacey Pfohl, TX
4. Jacqueline Jean-Marie, SK CAN
5. William Mitchell, PA

6. Rita Holowaty, SK CAN
7. Bryan Johnson, FL
8. Dino Riviello, PA
9. Debra Dasher, GA
10. Steve Kuss, AB CAN

## Top 15 Selling Candles in Spetember 2011

1. Sweet Orange & Chili Pepper
2. Pumpkin Spice
3. Hot Apple Pie
4. Candy Cane
5. Harvest Time
6. Pumpkin Cheesecake
7. Christmas Pine
8. Chili Vanilli

9. Home for Christmas
10. Apple Cinnamon
11. Angel Wings
12. French Vanilla
13. Grandma's Kitchen
14. Sex on the Beach
15. Mulberry Spice

## Next Month's Autoship



### Candy Cane

#### Upcoming Autoship Scents

December – Apple Cinnamon

January – Country Spice

February – Fresh Laundry

March – Lilac

April – Citrus & Sage

May – Coconuts & Lime

June – Bahama Breeze

July – Ocean Mist

August – Chili Vanilli

September – Grandma's Kitchen

October – Pumpkin Cheesecake

November – Candy Cane

December – Hot Apple Pie