

# MIA BELLA NEWS

Scent-Sations, Inc. Monthly Newsletter



October 2013

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## This Month's Autoship: Pumpkin Cheesecake

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# Is It Time for Your Annual Review?

**So, you are your own boss. Good for you. You say to yourself, ‘Yeah, I work from home and have a website; I even have a team that I am working hard to build. Then something happens. A little air deflates from your bubble. Your customers are dwindling along with your downline.**

What am I doing wrong?

Here is a simple method to help get you back on track.

Many of us still have or have had a traditional J.O.B. aka Just Over Broke, and have had to have an annual review.

Good grief I despise reviews. I know I do a good job. Right? Or else they would not keep me. Isn't that what you all are thinking?

Well, you are your own boss and giving yourself a review should be part of your annual business “Checkup”. I am guilty of not always using this method, but I am going to get back on track, and I am going to teach my team mates to do this too. It's a good checklist to see just where you are in your Scent Sations journey.

Steps in giving yourself a review:

- Since you started your business or since your last review list your 3 best accomplishments.
- Since you started your Scent-Sations business list 3 goals you have not attained....and list what kept you from attaining them.
- Name 4 values for the foundation of your Scent-Sations business in order of importance. (these would be your WHYS.)
- List 5 of your job duties in their order of importance or priority....this would be how you organize your day as far as calling, follow up, postings ect.
- What tools or training do you need to be more effective in your Scent Sations business?
- What ideas do you have to improve your office space?
- What ideas do you have to improve your team growth?
- This is where you dig deep to be accountable to yourself because only you are in charge of your Scent-Sations business.

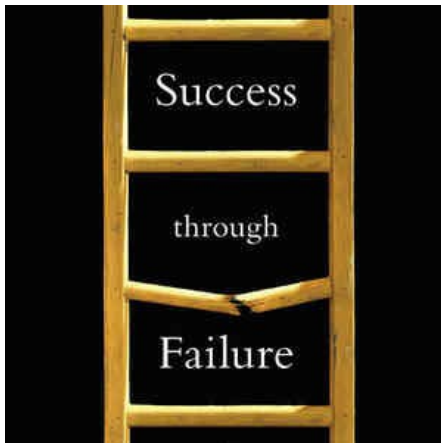
The next few are hard because you really need to look yourself in the mirror and ask yourself:

- Name 5 things you expect from your boss (that is YOU)
- What suggestions do YOU have to improve YOURself in order to get the most out of your Scent-Sations business?

Do this every few months, semi or annually and it really puts you in check.

Jennie Horn

## Success Lies on the Other Side of Failure



**“99% of success is built on failure.”** ~ Charles Kettering

In doing a google search on failure and success, I saw a ton of graphics that would indicate that the two are opposites of one another. That a road taken to failure cannot possibly lead to a road to success. When in reality, failure is a place you **MUST** pass through on your way to success.

As the quote above would suggest, failure is the foundation to success. It is through the process of trying, failing, trying again, that we gain the information and

knowledge we need to take it to the next level.

I know that many of the Free to Relax Team’s successes came only after a dismal failure. It was what we learned that did NOT work, that gave us the ability to find what would properly work. But we wouldn’t have known that had we not continued to press forward after our first failed attempts. Even in our failures, we seem to always find a piece that we can place into our puzzle that ultimately moves us forward to completing our ambitions.

While failure at first is disappointing and even extremely discouraging, it’s the ability to not give up on the process that helps us in the attainment of our goals.

If you understand that failure is not the opposite of success, but that success lies on the other side of failure, you will be able to embrace that it is **NECESSARY** and you’ll welcome the missteps because it’s building the foundational steps to your achievement. My favorite quote expressing this is from Thomas Edison when he said, “I have not failed. I’ve just found 10,000 ways that won’t work.”

Cathy Mahady

## Pumpkin Spice - Going on 4 Years Strong... Yet Subtle



It's October. The leaves are turning colour. The air is decidedly more crisp in the morning. And all the pumpkin lovers rejoice in all the pumpkin scented everything everywhere!

As I do every year at this time, I pulled out my pumpkin spice candle. Not a new candle, or another candle, but this very specific one. In fact, I pulled it out a few weeks early this year, as I happened to be into the Hallowe'en decorations early for the kids. Why? I'm not a pumpkin smell fan myself, but every year for the past 3 years I pull out THIS specific candle to enjoy through Hallowe'en (and this year early for our Canadian Thanksgiving). And as I was watching the light flicker from this candle a couple of days ago, it struck me that this little candle has quite a 'story', so I thought I'd share it.

It was Hallowe'en 2010, and I was hosting a block Hallowe'en party for our neighbours. As often happens at a party, we were all gathered in the kitchen, primarily hovering over the table filled with appetizers as we shared stories and laughter. It was there, standing at the table, that I realized that I could not smell my Pumpkin Spice candle, that was sitting right on that table in front of us. This kind of embarrassed me, as you see these are the candles I'm marketing, and these are my friends, and I can't smell it! \*gulp\* So I quietly snuffed the candle and put it off to the side.

A short while later, I left the kitchen, and went upstairs, down the hall, through our

bedroom and into our end suite. I emerged a few minutes later, and stood in my bedroom (all the way upstairs and down the hallway) enjoying this wonderful fragrance ... of pumpkin and spice.

That was such an incredible moment. You see, these Mia Bella's candles really do have a scent-sational "scent throw" -- to smell that candle all the way upstairs in my bedroom, even though it had been snuffed some time earlier in the evening. Yet, when we were standing right over top of it, the fragrance had blended into our surroundings so naturally that we could barely notice it (unlike many other candles I've experienced, where the fragrance is so cloying you just want to get away). That's what I call the "ideal" candle: a scent so natural, so agreeable, so as to blend into your surroundings even when you stand within feet of the candle; yet have such a strong scent throw that you can smell it throughout an entire 2-storey, 1700+ square foot home, even after the candle has been snuffed.

Now, I put that pumpkin spice candle away after that party in 2010. And each year I pull it out for Hallowe'en festivities (it's been IN our pumpkin, and burned through a couple more gatherings of friends). This is that specific candle's FOURTH Hallowe'en! It STILL smells amazing despite being lit for the first time 3 years ago. A further testament to the greatness that are Mia Bella's. No other candle can, well, hold a candle to ours, period.

Make Your Life Scent-Sational!  
Tamara Keller - Double Diamond Leader

## **“Original” Bella Balm Has Been A Blessing!**

I was blessed with a very early detection of breast cancer and had a lumpectomy. At that time they also removed some of my lymphnodes surgically to check them for any problems. I was very blessed that there was nothing there however had two scars.

Following I had radiation therapy. The markers that they had set for the treatment aggravated the part of the scar closest to my chest where they had removed lymphnodes as the rays were hitting it. Additionally, I had issues with radiation as a whole and peeled and burned like the most awful bad sunburn I had ever had. It was painful - especially on the scarring area from the lymphnodes but also right where my bra rubbed the burn area.

Doctors and the treatment center recommended numerous products to help ease the pain and discomfort. Nothing... and I mean nothing... worked! I was lucky if it even gave me temporary relief.

I am a right side sleeper and this was on my right side. So on top of everything else I had difficulty sleeping at night. It drove me nuts! One evening I was trying to get some relief as I had a 7:30 a.m. treatment I had to be up for. I reached into my nightstand to find the latest product they had recommended (which was not working) and it was not there but in the bathroom on the other side of the house. It was then that I spotted my

cracked heel treatment... my trusty Bella Balm!

Saying "What the heck it's worth a try" I rubbed Bella Balm all over the areas that were bothering me. The discomfort and burn feeling subsided within minutes. Within 20 minutes or so I was sound asleep and slept like a baby the rest of the night.

So original Bella Balm became my new best friend for the remainder of my treatments and in the weeks following until my skin returned to normal.

But something else also happened. The scar from my lumpectomy and part of the scar from the lymph node removal (the part closest to my chest) is hardly noticeable today on the areas I treated with it... I feel because of the Bella Balm. If I was to send you a picture of the scar by my right underarm you would surely see where my markers were and what part of that scar was being hit by the radiation that I treated with the Bella Balm and what part wasn't. The scarring is worse on the area I never treated with it because it wasn't affected by the radiation. I wish today that I had rubbed the whole scar with it!

So for women going through radiation because of breast cancer or anyone going through radiation therapy, original Bella Balm could be a godsend... if only more knew this story. It certainly was for me!

The problem with Sweet Orange & Chili Pepper Bella Balm or any scent for that matter will be that they tell you not to use deodorants, soaps and scented products prior to doing radiation therapy.

With it being Breast Cancer Awareness Month I found it fitting. I was surprised how many women came to my vendor table after I spoke to tell me their personal experiences and to ask for samples or purchase the full product.

I am doing another event next week that benefits Making Strides For Breast Cancer and the event organizer said she was touched and invited me to participate after hearing my testimonial yesterday about the Bella Balm as well as about the Hope Candle.

Dawn Mathisen

## **“New” Bella Balm a Big Hit for Surfer Dude!**

I love to go surfing but at the same time, I have fair skin. Surfing exposes you to sun and salty water which are two key ingredients for lots of bad stuff. That includes dry stringy hair, dry or sunburnt skin and dried out finger and to nails.

My wife brought home the Mia Bella's candles and in her package were two tubes of Bella Balm. The Sweet Orange and Chili Pepper on the tube was really cool and I asked her what

she knew about the product. She didn't know much so we went on line and read some testimonials. I was impressed and threw a tube into my Surfers Back Pack.

I have been using the Bella Balm for almost a month now and am amazed at the results I have gotten. I had read about someone who used it in his hair for a conditioner and thought....why not? So I started putting the Bella Balm in my hair after I was done surfing. I am amazed at the condition of my hair. The only thing I have done different is use the Bella Balm in it!

This is not to mention how great my skin and nails look. I am talking about healthy skin and nails. Whenever I get a bit burned I just put this stuff on that part of my skin and the burn seems to go away within a few hours. This is one amazing product. Not to mention that cool sweet orange scent.

Bob Herbert

## Fundraisers Have Other Benefits

When I first started my Scent-Sations business, I wanted to get off to a fast start, so I singlehandedly ran a fundraiser for my daughters basketball team. We set up tables outside stores, did a booth at the mall, all the kids participated and we did very well for the team.

Of course, every candle sold had my name on a label on the bottom of the jar. A couple of weeks after the fundraiser closed, I got a call from a gal who purchased a jar from one of our tables... she wanted more candles. Of course she did!

I got her fixed up, and she called me about every two weeks after that for several months.

I finally asked her if she'd be interested in purchasing her candles wholesale, and she said "I can do that?"

She's been on my team ever since, and is typically my biggest retailer. Michelle Ohrvall, I'm so GLAD called me for more candles, I am truly blessed to call you my friend!

Tracey Gilmore

## Mia Melts are Selling Like Hot Cakes!

I received this email Saturday night from my team members Blake & Karen Radetsky in San Antonio TX. It is the kind of email every team leader likes to get.

“Howdy Christina,

I may have a problem at tomorrow's show. Our order that arrived yesterday is almost all sold today!!! We are at Cibolo Fest til 10pm and it has been crazzzzzy!! We are selling right and left. Of the 33 racks of melts we have sold out of 11 sections and half out of the rest of the bags!!

And we are down to 25-16oz candles and we still have 3 more hours to go! It's been oppressively humid and we have been wet all day as are the customers but they keep buying!”

Blake & Karen have been with Scent-Sations since March 2011. They have been concentrating on retailing but are now ready to start building a team of their own. They are the type of team members you love to work with – extremely excited about the possibilities this company offers, always ready to offer ideas, and always willing to lend a helping hand if needed!

Christina Henarie

## Smells So Good You'll Reach for a Spoon ... Not A Match!

From CEO Bob Scocozzo: “When Scent-Sations Inc opened it's doors we used to continually say that the candles smelled so good you will reach for a spoon instead of a match....”

I was doing a home party and had my sister-in-law/sponsor with me. My hostess has a very curious 2 year old little boy. He kept picking things up and trying to walk around with them. I really thought for sure something would get broken.



While I was giving my presentation, my sister-in-law was keeping Alex occupied so mom could focus on my presentation. Suddenly I heard "You can't eat that!". Alex decided that the pumpkin cheesecake Mia Melt looked like candy and took a bite out of it!

So while we were sure something would end up broken, we



NEVER expected something to get eaten! Alex never got sick after eating the melt but decided it didn't taste very good.

Clara VanDyke

## **My Mia Bella's Party! I Earned \$140 + Per Hour!**

Tis the season to bring in some extra retail cash. Even though my main focus is helping others earn an income by recruiting, I love the retail season. I enjoy earning and saving money for our "Christmas giving budget." We offer such a simple plan to earn immediate income and it all depends on your action to earn.

People tend to ask me "Can I REALLY make money with this business?" I answer, "Could you benefit from \$100 an hour?" This usually gets their attention and often times they say "That can't happen!" Then I begin to show them the numbers.

Let me show you....

This past weekend I did a candle show for my mom. She does an annual show and it is always a success. Here is the power of what we offer.

Retail amount sold \$800 +. We as distributors make approx 50% profit from our retailing, more if you take advantage of the specials. When you take \$800 divide that by 50% you get \$400. The party lasted about 2.5 hours and I am going to take \$50 off for distributor materials (catalogs, ordering forms, postcards etc). This leaves me with \$350. Now divide that by the 2.5 hours you "WORKED" at the show. It works out to be **\$140 + an hour... PROFIT.**

I enjoyed spending time with my family, friends and met new people earning **\$140+ AN HOUR!!**

**Ask yourself this...** would you like to make that extra income? Now start asking those around you if they too would enjoy some side income.

Now that you know the profit potential we have with our Mia Bella business it is up to you to decide how often you want to take advantage of this option.

Don't worry for those that don't like having a "PARTY" or "SHOW" you can host your own open house, do a vendor event, host a office party, share at a farmers market, and/or church craft show...really the sky is the limit. We offer many ways to retail. Just get out there and enjoy sharing our made in the USA, premium products and put cash in your account **TODAY!!!**

Cheryl Hill

## Just Get People To Smell Mia Bella's!

My 8 yr old daughter was having her birthday party at our house so I decided to melt pumpkin cheesecake because of the weather, and party theme. Because the parents were just dropping off, I made sure I had a simmer pot in the front of the house.

Everyone came & went quickly, but one mom made it a point to tell me about 3x how great my house smelled

I quickly grabbed a book, and a couple sample melts and have them to here as we continued talking. She went home, burned the melts and when she came back 4 hrs later I had my first order. She has offered 2x since then, and we started talking business. She was a little hesitant because they are new to the area, and she is worried about making sales, or building a team.

She stopped by the other day to buy some product I had on hand, and said she thinks she will be ready to join soon because she was selling some clothes on Facebook, and a lady stopped by her house to pick the clothes up. She commented on the incredible smell in her house, and that night contacted me on Facebook and put in an order.

She said, "wow, this may not be so hard as long as you get people to smell it"!! So true! Sorry for the long story, just love this business!!

Kimberly Fisher

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"I had to have some plumbing work done last week and I called someone in the yellow pages because I am new to the area did not know any plumbers. About three hours after my call the door bell rang and I opened it. Standing there was this pretty hefty man with overalls on . They were the kind that the farmers used to wear.

He came into my laundry room and started looking at the hot water pipe in there and found the problem which was in a u shaped part of my plumbing. He got down and took it apart, cleaned it out and then put it back together.

All the while he was in the laundry room I had Odor No More in my simmer pot. He was writing my bill out and finally asked me what that smell was.

I showed him the Odor No More 16 oz candle and explained that I used Mia Melts in this room since I was not in it all the time.

He took the lid off and inhaled and said "Wow." I told him that I was a distributor and if he ever wanted some candles for his home or for gifts to call me. I then handed him a catalog.

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He then said. "Is that one for sale?"

I gave him a price and he smiled, reached out and put it in his work bag and then tore up my bill, and re wrote it minus the cost of the candle.

Nice, easy payday and all I did was plug my salesperson (my simmr pot) in and let it do its magic!"

Doris McCulper

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" I was having some new blinds put in and the husband/wife owner team came over to do the measuing. I had a Bugs No More on my patio and the Nag Champa in my kitchen. When they were done measuring they asked me where they could buy these candles. I told them I was a distributor and opened up my Bella Catalog for them to look over.

By the time they left my house they had purchased 6 candles. They were having a party that night in their home and begged me to sell them my Bugs No More since I didn't have any in stock. I gave it to them and a week later they called and ordered 3 more of them. They told me that all of their friends said it was the most pleasant bug candle they had ever smelled!"

June Richardson

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"I dropped off a free house warming candle to a new neighbor who just moved in. That was 2 months ago. Yesterday she stopped over with an empty coffee cup and said that she was taking me up on my offer for her and I to get together for coffee some day.

As were were sitting there talking about all sorts of things she said to me that she also was visiting for another reason: "Where can I buy more of those candles. I have never smelled any thing as wonderful.

I told her a little bit about Scent-Sations and she opened up the catalog and circled 4 more candles. She pulled out her credit card and we went online and ordered them on the spot. She then found out about the opportunity and said that she and her husband wanted to make an appointment in a week or so to enroll in Scent-Sations.."

Talia McCarthy

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I sold my mom a Sweet Orange and Chili Pepper 16 ounce jar a few weeks ago and she keeps it at work (an Auto shop) on her desk. Today she posted the following message on her Facebook timeline.

“I have a candle on my desk that is Sweet Orange and Chili Pepper. A tech walked by my desk and commented on my unlit candle. He said "Oh my! That smells super good; where can I get one?"

My Mom promptly called me to place his order. -

This is four candles I have sold this way in a week. Candles that are unlit sitting open on someone's desk! They truly do smell that good!

Angela Montgomery

## **“Give Away Marketing”... It's Just Plain Fun!**

I love giving away scent samples and candles. It is simply a LOT of fun to do! Sharing the opportunity, one scent sample or one gourmet scented candle at a time is an amazing experience.

These simply marketing techniques open the door to conversations about Scent-Sations and the wonderful products that the company has. It opens the door to really get to know your prospect. This makes sponsoring them much easier too!

Jen Oullette

## **We Earned Over \$500 at Vendor Event!**

I did a vendor event in early September, right after school started. Over the years, my primary goal at this event has been to capitalize on selling school supplies. I do recall my first year as a Scentsations distributor only having catalogs on hand... I sent in a story about my

Right before Fling, I sent her the latest catalog and she called and ordered 9 jars and the other 5 she said she would order when she saw me in September... Not only did she get the other 5, she ordered more based on what was on my table.

Back to this year's event, I had the school supplies, some jewelry that I created and my biggest showcase was my candle display. My guy, who can sell water to the ocean, was calling any and everyone who walked even near our table. He started out by giving out scent

samples. When he caught their attention with that he would swoop in with the Tropical Paradise 16 oz. Jar.

When I tell you, that we made almost \$500 and I'm sure \$300 of it was candles - that's saying a whole lot. A few people only wanted to buy melts, so we did good business there, selling the melts and some warmers. My fave is that a lady who lived in that



apartment complex called me, saying she had gone on the website, but could not find the scent she had picked up at the event. Well, I walked her right through the website and sure enough that scent was not listed, so I went into the back office and there it was in the retired listing... She ordered 4 bags straight off and then ordered 2 more bags of a regular scent. Its a slow process, but everything worth having sometimes starts slow. Thanks to a scentsational company with a scentsational product line.

I also did some votive favors for a girl... She wanted 20 varied scents. I packaged them in plastic zip lock bags, then put them into mini organza bags of different colors, then put them into glass votive holders. It was a sight to behold.

Sheryl Love Johnson

## He is Loving Bella Bars!!!!

I just had an order placed for all of the scents in our Bella Bars. It was from the automotive shop I talked to a couple weeks ago. I used my points to buy the ones he ordered and he will be signing as a vendor when I deliver the bars to him next week.

Jennifer Moore

## Congratulations to this Month's Rank Advancements

Lonnie Berry – Diamond Distributor  
Brenda Chambers – Diamond Distributor  
Fred Tran – Diamond Distributor

## Top Sponsoring Distributors for September



Joseph Natishak

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



Susan Cortes  
Kathy Schneider  
Cathy Mahady

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



Tracy Russell  
Diane Middleton  
Lori Clark  
Cheryl Hill

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

## September 2013: Top 10 Retailers

1. Stacey Pfohl, TX
2. Jon Lessor, ME
3. Brian Goodall, MO
4. Jimmy Schneider, TX
5. Vicki Green, WA
6. G Melvin Abbott, LA
7. Tracey Gilmore, TX
8. Cathy Mahady, MN
9. Linda Morrison, ME
10. Susan Stuhr, MA

## Top 15 Selling Candles in October 2012

1. Sweet Orange & Chili Pepper
2. Pumpkin Spice
3. Christmas Pine
4. Hot Apple Pie
5. Pumpkin Cheesecake
6. Home for Christmas
7. Grandma's Kitchen
8. Chili Vanilli
9. Apple Cinnamon
10. Angel Wings
11. Harvest Time
12. French Vanilla
13. Spiced Cranberry
14. Christmas Essence
15. Mulberry Spice

## Next Month's Autoship



**Candy Cane**

### Upcoming Autoship Scents

December - Hot Apple Pie

