

Scent-Sations, Inc. Candle of the Month Newsletter

MIA BELLA NEWS

September 2012 Volume 10 Issue 9

This Month's Autoship: Grandma's Kitchen

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Grandma's Kitchen: This yummy fragrance will bring back nostalgic memories and the wonderful aroma of days gone by. A delectable combination of sugar and spice and everything nice! It is sure too remind you of the comforts of home.

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Jack O'Lantern and Witch's Brew Are Ready for Fall!



It IS September, 2012! For most of us, it still looks a lot like summer, but there are some subtle differences.

1. It is darker at 6 am than it was in official "summer"
2. There are some trees that are starting to shed their leaves
3. There are school buses on the road and maybe even driving down your street each morning
4. TV is now announcing all the new FALL shows
5. Football is now being televised LIVE
6. The shore is now a "weekend" place as many of the shops are now closed M-F as the "season is over"

What this means is that the mindset of many people is that Fall has started and in the world of direct selling, Fall is a major recruiting season. Fall is also the beginning of candles season!

If you are looking to make MORE money through your Scent-Sations business, you need to know the many ways that are available to you to do that

1. The hottest area of growth for Scent-Sations since Fling is the new "Vendor" program. Get out there and talk to all the small mom and pop businesses about putting Mia Bellas Candles in their shop, store, salon, spa, gym, etc.

2. It is the 2nd Fundraising seasonFall Fundraising starts very soon. Some groups have not yet decided what to sell...get out there and talk to all of your friends..ask them who they know who has kids looking to earn money for school functions, sports functions etc...get out there and sell your fundraiser....we pay out up to 40% and that is a strong number for fundraising groups!

3. Look around for booths and fairs where you can put up a stand for a day or two ...get some of your local distributors to co op and make salesat the same time put 2 tablets out asking to sign if you want info sent for distributorship and a tablet if you would like to

be called for a future home party! (I have a friend who is in his 90s who was a bank president in Beverly Hills in the 70s...he decided to get involved in a beauty care MLM in the 70s and did a booth. He signed up ONE person from that booth but that one person went on to become the top money earner in that company. My friend ended up becoming the international vp of marketing, moved to England and lived in a very expensive apartment complex, He was earning 1/2 million per year! All because that one lead at that show got him and his team off to a running start!

4. Do you like to do home parties? Schedule one in your home. Schedule an extension on line and invite everyone you know to your party. You can sell at your party and also take orders online for your out of the neighborhood friends and family!

5. Ask everyone you know or are introduced to : "are you open to other ways of making money?" This is magical..and you can only get 1 of 3 answers...Yes, No and Maybe. For the yes and maybe, get their email address and send them a copy of the opportunity video on your website (you need to have these on your site if you are going to recruit..they cost only \$4.95 per month to place these on your site and they are the most important part of your recruiting tools!)

There are many many ways to get your products and opportunity message out there..it is up to you..how big is your dream????

Note from Jeannie Morgan:

"Instead of having a sign up sheet at your booth, you can add a drawing for free product!!! Use either the drawing slips from our back office or they can make up their own. It is amazing how many leads come in from a free drawing. They are not being asked to sign up to have a party, become a distributor or hold a fundraiser even though they have the option to check them on the drawing slip. Instead they are being asked to enter the drawing for the free products that are displayed on the table with the drawing slips. I have found that when people are filling out the drawing slips and see the different items they can check, they will ask questions. "

New Sculptured Candles Are Incredible!



I have to RAVE about the new Signature Series Coffee Break candle. I am IN LOVE! Being the coffee addict that I am, this one called to me as soon as I heard it was announced. I bought it, waited impatiently for it's arrival and burned it on the spot.

And of course, to no surprise, it was exactly how I thought it would be. You can smell everything that goes into a coffee cup. The coffee, the sugar, the cream. I love it! A perfect masterpiece again by Carmen.

Jen Ouellette



The new sculpted signature series candles have been a HUGE hit for me. At a recent festival, we sold out of nearly each one that we had. I've had to reorder several of them to fill customer orders from people that saw them and weren't ready to buy that day but called me since to place orders. I've restocked to get ready for two back-to-back festivals coming up in October. Everyone loves the look of these candles-keep 'em coming!!!

Kathy Lerchenmueller

Ignite Your Dream



I've been asked more times than I can count how much it 'costs' to attend an event -- whether that event is the corporate Fling, or a regional event, like Ignite Your Dream coming up Sept 29 in Calgary, AB.

There is a dollar value that you will exchange in return for the privilege of attending a regional event, or the summer Fling event. That amount has been minimal in my experience; regional event registration often less than an evening out for my husband and I; Fling for less than I'd spend on a wedding gift for a distant cousin! And with the retail profits available through Scent-Sations, a short fundraising drive can easily generate the funds required for registration (the profits from 5 candles sold can cover your registration for IgniteYourDream.ca this month!).

What I think is a more poignant question is "What will it cost me if I don't attend?"

Here's what you won't get if you don't invest in yourself and your business by attending regional events, like Ignite Your Dream, or corporate events such as Fling:

- * Meeting other like-minded distributors
- * Listening to leaders share their tips for success
- * Listening to distributors just like yourself share their story of their personal journey
- * Witnessing the excitement of a group of people all focused on achievement

- * Being among the very first to see new products
- * The opportunity to ask your leaders and the company owners questions on your business in person
- * The chance to share your personal story
- * Feeling your personal vibration lift higher
- * The confidence that you CAN do what you set your mind to
- * The belief that you are capable and deserving of abundance
- * New ideas to implement into your business
- * New friends
- * Conviction that what you're doing is what you want to be doing
- * Hearing from those who are where you want to be, and how they got there
- * Knowing that you are doing what it takes to achieve success in your business
- * Learn how to set priorities for your business activities
- * Have some fun
- * Meet your local / regional leaders in person
- * Win FREE Stuff
- * Learn more ways to promote products
- * Identify your key activities to focus on to move your business forward
- * Ask what leaders and other distributors are reading and/or listening to
- * Spending time with company owners -- Bobby and Charlie
- * Lead your own team towards greatness
- * Springboard off the inspiration received at the event to achieve even more success in the following weeks and months
- * Understand more fully the POWER of your business, the GIFT you have to share
- * Experience gained to use towards making your own local events happen
- * Opportunity to provide feedback for future events
- * Hone up on your leadership skills
- * Gain the knowledge, the skills, and the confidence to Ignite Your Dreams!!

Your next big event is Saturday, Sept 29, in Calgary, AB. Invest in yourself, invest in your business, invest in your DREAMS! Register Today at <http://www.igniteyourdream.ca/>

Registration closes Sept 20. Don't put off your success any longer!

Tamara Keller

Why You Need To Attend Events!

I attended Fling for the first time this year. Fling was an experience I will not soon forget. It is difficult to pin down what was most valuable about the experience.

I enjoyed each of the speakers and took something from each of them home to help me continue to build my business. The tour of the factory was GREAT. Carmen and his team are amazing! I loved what I learn't about the process of making our candles and knowing what I've been telling people is in fact TRUE.

Everyone at head office are wonderful, helpful, knowledgeable people. I think what I take away from Fling is the TRUTH that I am part of an amazing company that stands behind it's products and their people. Plus a lot of fun and great friendships I made.

Lyndean Dugas

Myths About Positioning Yourself In MLM

#1. Get the company to move you under a top leader in the company so you have better support.

#2. Change from company A to company B because it's guaranteed that B will help you sponsor more people, sell more product, and get better business tools.

#3. Work multiple companies so you can offer multiple choices to your customers and prospects.

And if you believe either of those statements you're blaming your lack of success on everything and everyone... except the person that is the real problem - you.

That's a hard statement to make but 99.99% of the time where you are in the downline, who your sponsor is, and what the company or product is has little to do with success.

Answer #1. All you need is to become a follower of any leader anywhere in our company, then DO what they ask you to do, no matter what. Our leaders won't ask you to do the impossible. Instead, they'll ask you to do a few simple steps CONSISTENTLY over a long period of time. Be connected with the Action list. Be on team and company calls. Attend team and company live events. Any person that wants to build a successful business (brick & mortar, franchise, or MLM) will do these steps - because they understand that THIS is the path to wealth.

Answer #2. The grass always appears to be greener in other pastures. When you get there, the shock is that the grass is exactly the same! In reality, nothing changed. If you can't sell or sponsor in Company A, what will be substantially different in company B that will change everything? Tens of thousands of people who changed companies expecting radical upswings in their fortunes become disillusioned with MLM profession because success never came to them after 3 to 5 companies with the same miserable results. The real answer is quite simple: apply what your company and leaders teach and you will do well. Often the simplest steps lead to wealth.

Answer #3. It has become common practice to work more programs if one isn't paying what you think it should. Instead of following the example of successful people in your company it appears easier to just add more companies you represent, giving you a 'shotgun' effect, hoping one of them will 'pay off', kind of like a lottery ticket. The MLM is not a lottery, it is a professional business. To win the lottery you put down a couple dollars and wait for your number to come up - no learning or effort required. Unfortunately, that is how too many people in MLM approach their business, with similar odds

(1:1,000,000,000). Our MLM profession requires effort, learning, diligence, and patience. opportunity often arrives clothed in overalls.

Collectively, the best solution for a successful business is to:

- be personally connected to a leader, then do what they ask you to do.
- be connected to team and company training, then do what is taught.
- be proactive and learn the basic steps of building a customer base and prospecting system.
- be at team and company events.

Shep & Jan Kuester (Now In Hawaii!!!)

A Big Shout Out to My “Best-est” Customer

I want to give a big shout out to Peggy Jones, who comes to my Festival every year (the most recent one was held on September 9, 2012) and also visits my website several times a year! As of September of this year she has rchased 1, 2, 3, 4, 5, 6, 7, 8, 9 count them 9 candles. Whooooooo hooooooo and not just the 16 oz. Jars.

She purchased the 3-wick Signature Candle too, including Gingerbread Cookie, Holiday Wreath, Sleigh Bells, Christmas Tree, Jack O’Lantern. Then in the 16 oz jars: Fresh Laundry, Christmas Pine, Witches Brew, Sweet Orange & Chili Pepper. I gave her Sea Treasure – FREE... now that's a customer who knows what she likes. Thank you Peggy Jones.

Sheryl Love-Johnson

These Candles Really Are Easy to Sell!!!

A girl at work wanted to see my candles when my first shipment arrived so I took my candle party bag to work today. At lunch, took out some candles and the sample scent packs to show her. A crowd soon gathered around the table asking to smell them and several people took catalogues. Some didn't want to wait and bought my demo candles. These things really do sell themselves.

Then it got really interesting. One guy asked for catalogs to give to his wife to take to her work. People asked if I made the candles, and when i told them no, I am a distributor, 4 people asked how to get involved. I have one who is definitely signing up, I am going over Saturday to do it. The other 3 want more info and time to look it over.

I've been with other companies in the past, and it was always hard sell. I've never had such an easy time getting people excited about a product.

Troy Savary

Our Candles Can Handle Big Storms!



In August we had a booth at Globalfest...an outdoor international fireworks competition. It started out awful! An hour after we set-up the booth a crazy storm blew the big tent apart...it demolished 2 of our tables and sent candles flying everywhere... amazingly we only lost 14 out of at least 100 candles.

We were able to continue the show and sold tonnes of products & one team mate even sponsored people AT the event! That's how amazing our products are that people fall in love with them and come back wanting to join our team!

It was an exciting show, and though we started out with over \$300 in damages we were

able to recoup our losses and left with profit! (.check out the pics! we had approx 100 candles set out and only lost 14 ;) luckily no one was in the tent at the time and there were no injuries as the center pole landed across the middle of our stuff..it demolished 2 of our tables and one shelf. our jars can take a beating!)

Here's a video showing how strong the winds got
<http://www.calgaryherald.com/touch/technology/story.html?id=7094073>

Ashley Davis

Even My Dog Loves Mia Bellas Candles!!!



I got home about an hour and a half ago and the "Brown Man" (UPS - because their trucks are brown) had been to the house today. Yea! Candles and other yummy stuff! Happy birthday (a few days ago), to me! So, Rico (my dog) was on the bed as I was going through the boxes... yes, boxES. I'd pick up a candle, smell it, and get excited about all the great fragrances. Just for kicks, I thought I'd let Rico smell them, too.

Candle #1: Pumpkin Spice (one of my all-time faves). Rico smelled it, looked at it, leaned in to smell it again, backed up, licked his lips, leaned in to smell it again. I laughed.

Candle #2: Grandma's Kitchen (yummy!). Same thing. Rico smelled it a couple times, licked his lips, smelled it again, and seemed to like it.

Candle #3: Fresh Apple (zesty and good). Rico leaned in, smelled it once, turned his head away from it. He would not smell it again. Interesting, considering he likes to eat apples.

Candle #4: Witches Brew (black liquorice, not my fave, but very popular). Same thing. Rico leaned in, smelled it once, and turned his head away. He didn't want to have anything to do with it.

So, after my VERY scientific experiment (NOT)... apparently, dogs have a preference when it comes to fragrances, too!

BTW... he keeps getting up on the bed and sniffing at the boxes. I think he really liked the first couple candles. haha!!!

Maggie (and Rico) Giamalvo
Fayetteville, NC

My Bella Bar Got Hijacked!

Everyone in my family loves the Bella Bars!!! I believe mine was hijacked... by an 8 year old! My grand daughter lives with us now and so we put all her little "Sponge Bob" soaps back in the shower. She saw my Bella Bar, picked it up and said, "Mmmmm, this smells soooo goood! May I use this?" So now, I 've noticed that the Sponge Bob is full and my bella bar is slowly dwindling away. So Bella Bars are not just for adults, they're even better than famous soaps!

Terri Lorah

Bella Bars To the Rescue!!!



I'd like to say first and foremost that I Love this company. The fact that it is indeed a family oriented company is awesome. This year I was able to attend Fling, and I had an AMAZING time! It was great meeting everyone, they were and are all such wonderful people. I really felt "at home". I had such a great time that I can't wait until the next Fling! :) I also want to add our Bella Bars Rock!!!!

My Fiance came home two nights ago, and he was orange, from his work suit. He was asking me, how was the color going to come off, because he didn't think regular bath soap would work. I said to him, "Use our Bella Bar of course, and I was right. No more orange man. And he didn't have to scrub himself silly trying either. "

Nidza Negron

My wife and I 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 received a Bella Bar product endorsement today! As I was leaving my building, one of my neighbours was coming in. He said that I smelled nice. I wasn’t wearing any scented products but had just washed up using a Juniper Breeze Bella Bar. When I said it was a company product, he said that, “He liked it. It was a nice fresh smell!”

Today I received another compliment on the way I smelled received another compliment on my fresh scent. The fragrance was from the Japanese Pear Bella Bar!”

Jessica Haynes, Canada

I Love Reading the Monthly Newsletters

What I love even more is going back and reading the old newsletters. Because there are so many, I have decided each month I will go back and read that month's newsletter.

I love that many things have not changed ,such as providing a business opportunity for those who wish to make a few extra dollars and those who wish to make a substantial income. (Sept. 2004 issue-Happy B-day Scent-Sations). While many things have remained the same, so many things have changed! We went from selling Candles & Bella Bars -to Makeup, Skin Care and many additional types of candles.

Also, I love going back and reading helpful hints that help us the distributor. There are great books that people share, selling tips, etc.

It's fun to read the newsletters and see just how far Scent-Sations has come. The newsletters are a Great resource. I look forward to reading them every month!

Janine Stewart

Don't let Snakes Build Nests in your Hair – Build Your Business!

When I came home from the Fling 2012 I prepared my heart and mind on a new and exciting business by making room for my candles in my home and car and was grateful to know that I'm in business with some fantastic people -my team members and the Scent-Sation's family. I would like to share this story:

One day I walked into a restaurant called Beav's and once I was finished purchasing I told him that I sold candles and if he would like a sample - I left him a baby powder melt. The next day I went to Dorney Park for my daughter birthday and of course I took sample melts and some flyers to spread my business into the New Jersey area. I noticed that I had three missed calls so I called back the number and it was the owner of Beav's restaurant. He said what in this stuff - it's great - can I get some more?

When I arrived at Beav re-invented our product. He put a hole in our melt pulled a string through it and is using it to deodorize his garbage cans and bathroom. To-date he has purchased \$105.00 dollars worth of products.

I have learned that when you give you receive so much more.

Remember what Super Maduza Says: Don't let Snakes Built Nests in your Hair - Built Your Business!

Love Evelyn Pardellas

Congratulations to this Month's Rank Advancements

Allyson Ress – Diamond+ Distributor
Clayton Mallo – Diamond+ Distributor

Louisa Redwood– Diamond Distributor
Kurt Brinkmann– Diamond Distributor
Neil Rucks – Diamond Distributor
Liza Pinheiro– Diamond Distributor

Top Sponsoring Distributors for August



Kayla Monnery

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



Frances Avery
Vicki Green
Cheryl Hill
Yamira Medina
Ashley Davis
Cheryl Pope
Stephanie Sterling

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



Latonya Hurst
Evelyn Pardellas

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

August 2012: Top 10 Retailers

1. Joseph Capuozzo, FL
2. Susan Tonniges, NE
3. Jeana Ganun, NJ
4. Ron King, PA
5. Madelyn Karpiscak, NJ

6. Bryan Johnson, FL
7. Kathleen Puckhaber, NY
8. Karyn Snyder, PA
9. Darci Nelson, ND
10. Audrey Jacobs, ME

Top 15 Selling Candles in Spetember 2011

1. Candy Cane
2. Sweet Orange & Chili Pepper
3. Pumpkin Spice
4. Hot Apple Pie
5. Witches Brew
6. Pumpkin Cheesecake
7. Angel Wings
8. Apple Cinnamon

9. Harvest Time
10. French Vanilla
11. Chili Vanilli
12. Sex on the Beach
13. Grandma's Kitchen
14. Coconuts & Lime
15. Christmas Pine

Next Month's Autoship



Upcoming Autoship Scents

November - Candy Cane

December – Apple Cinnamon