

Scent-Sations, Inc. Candle of the Month Newsletter

MIA BELLA NEWS

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Volume 5, Issue 2

Candle of the Month: Hot Orange Danish

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Top 10 Enrollers for 2006 Announced

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Recipe: Hot Orange Danish

Ingredients:

1 pack	Yeast
1/2 cup	Warm water
1/2 cup	Margarine
1 3/4 cup	Sugar
2 teaspoon	Salt
3/4 cup	Milk -- scalded
2 teaspoon	Vanilla extract
2 tablespoon	Orange peel -- grated
3 large	Eggs
5 1/2 cup	All-purpose flour
1/2 cup	Margarine -- melted
1/2 cup	Brown sugar -- packed
2 teaspoon	Ground cinnamon
1 1/2 cup	Pecan halves
1/3 cup	Orange juice

1. Combine yeast and 1/2 cup warm water. Let stand to soften, about 5 minutes.
2. In large mixing bowl, combine 1/2 cup softened margarine, 1/2 cup sugar, salt and scalded milk. (Scald milk by heating until bubbles form around edges and top has a film on it. Do not boil.) Allow mixture in bowl to cool to lukewarm.
3. Stir in vanilla, orange peel, 2 eggs, 1 egg yolk and yeast.
4. Gradually add flour to form a stiff dough, beating well after each addition of the flour. Let rise in warm place until light and doubled in size, about 1-1/2 to 2 hours.
5. Place a piece of foil on a cookie sheet then turn up all sides by one inch. Do 3 sheets. Foil size depends on cookie sheet size. Grease the foil.
6. Roll out dough on floured surface to a 20 x 10-inch rectangle. Brush with 2 tablespoons melted margarine then sprinkle with 1/4 cup sugar. Fold in thirds. Turn dough 1/4 turn and repeat folding 2 more times. Roll dough to a 20 x 10-inch rectangle; spread with remaining melted margarine. Combine brown sugar and cinnamon: sprinkle on dough.
7. Cut into two 10-inch squares. Roll up each piece in jelly-roll fashion. Cut each into 12 slices.
8. Place eight rolls in each foil-lined pan; flatten each to 1/4 inch thick.
9. Combine orange juice and reserved egg white; brush rolls, using all of mixture. Sprinkle 1/2 cup pecans and 2 tablespoons sugar over each pan of rolls. Press pecans into rolls. Let rise until light, about 30 minutes.
10. Bake in preheated 400-degree oven for 17-20 minutes until golden brown. Remove from pan immediately.

Yield: 24 rolls.

Top Enroller 2006: Platinum Director, Jackie Ulmer



What an amazing year we have had with 2006 and I am almost afraid to sleep because I might miss something for 2007. Every year since 2003, when I joined Scent-Sations, I have said that each year was going to be THE year, and each year has!

Distributors and prospects will ask me how I am able to sponsor so many each month and each year, and without sounding over simplified, it comes down to a few key things.

First, I have rock solid belief in our industry (MLM), our company, and our products. There is just nothing anyone can say to shake me in these key areas and that belief comes across when I speak to people. Because of this belief, my passion and enthusiasm also come through in a very natural way. It's authentic and people want to be part of something that is fresh and exciting!

Second, I am in action every single day that I work my business. Along with supporting the team, I take action steps daily to grow my business and to reach out to others who are looking for a business. We have a story that must be shared with thousands of others to take us to where we want to be. And, it's really a win-win. Our ability to change lives through these products and the opportunity is also what creates the growth that will take us to the top levels of the industry.

Third, I am committed to under-promising and over-delivering value. Network Marketing is filled with stories of "throw 'em up against the wall and see who sticks." What that equates to is too many people who have signed up and then been left high and dry as the ink dries. My goal is to provide much more than anyone expects when they join. From training, phone calls, support and tools, I want each person to know I am committed to his/her success and will match any effort he/she puts forth. If a person decides this business is not quite right, that's Okay. I don't ever want it to be because I let the person down.

Finally, I am so excited to be part of the initial distributor base who gets to help drive the direction of the company and set the reputation for the company. I have a passion about changing the negative connotations often associated with our industry. We do this one distributor at a time, by being the difference and making a difference.

Thank you to Bobby, Charlie, Carmen and Lynn, who had the vision to lay the ground work and provide the tools to allow us to take the message out there and deliver it to those who are waiting. What will your number be this year? How many lives will you touch through this business? I look forward to reading your name on this list next year!

Jackie Ulmer

2006 Top Enrollers: Telling Their Stories

Alethea Anderson - I started with Mia Bella back in mid 2004. Originally I joined just for the Candle Of The Month. I'm a self-proclaimed candle NUT so I thought how great it would be to get an auto shipment each month! Well, after receiving my candles and falling in love with the outstanding aroma, long burning performance and total lack of soot I was sold on the candles 110%. I was very pleased with my decision to join the COTM. Then, I got inspired by the successes I was seeing from others in the company. Rising stars sharing their experiences was so amazing! I then decided to give it a go to see what would happen. My first goal was to at least make enough to pay for my COTM.

By Spring 2005 I became a Diamond, just a couple months after I had decided to officially pursue Mia Bella as a home business. During 2005 I put about 5 hours or so per week towards building my business. By the end of 2005 I noticed how the residual income definitely made a difference as my checks were increasing each month. So, I set a goal to make the top Sponsor List! Low and behold I made it January 2006. It was flattering to see my name on the list, and excitingly inspiring as well.

I started setting bigger goals, I wanted my Mia Bella commission check to be large enough to pay for medical insurance for my daughter and I (it is very expensive here in the transient state of Nevada). So I kept growing my business, and guess what? I got our medical in the Spring of 2006!

So I set even bigger goals, you know the saying 'dream big, make it happen and then dream bigger'? I was! I am an avid reader of just about anything I can get my hands on. I was increasingly noticing that the Law of Attraction kept presenting itself to me over and over. Though I had not yet realized it. One day it practically bonked me in the head. I found "The Secret" a very inspiring movie. I saw the first version, a bootlegged, version called "The Corporate Secret" on the web, before it was even for sale. It changed my life. "The Secret" was the missing puzzle piece to all the books I had been reading for the past year, all the web sites, all the emails I saved - it tied a common thread together and the light bulb went off.

So I kept doing what I was doing, just applying a new thought process, working my Mia Bella business about 5-10 hours per week. This may sound silly, but I kept trying to break my own Sponsor records... I built my team 99.9% over the Internet using leads generated by my website, purchased leads, and my personal web marketing tactics. My name did appear on that Top Sponsor list several times, each one tickling me more than the last. When someone told me I was among the Top 10 Sponsors for 2006 I was wowed, flattered, and even more inspired for 2007! What will happen when I put in 10-20 hours per week?

I kind of took a Mia Bella winter break in December and January, (isn't it great owning your own business?) and now I'm ready to rock and roll in February! Let's light the flame to grow and glow in 2007. I would like to thank all the Team Glow members for joining my team, I am proud to be your leader! I want to emphasize that believing in yourself and learning how to apply positive thinking to your life has a huge impact on your successes. The Power of Positive thought, the Law of Attraction, is changing lives. A quote I like to share is "if you knew the power of thought you'd, never think a negative thing again!"

IMAGINE - CREATE - ALLOW - ACHIEVE
To a successful 2007!

Tracey Gilmore - 2006 was a totally awesome year for me. It started with a huge bang and ended on one almost as huge!

In January I was named Top Sponsor Monster and in December I was number 2. In between I was all over the board!

Here's the one lesson I learned in 2006: NEVER SLOW DOWN!

No matter what circumstances you find yourself in, if you're reaching for that real financial independence, that place where you can breathe again, you cannot let up, not even for a minute.

Early in the year, I found myself in a position where I had to add cash to our household finances FAST, so I hit the pavement selling candles every day for about 2 months.

Again, this past Fall, when the kids started school, I was out and about again every day, selling candles, for another 2 months. Because I was so busy retailing (which is an awesome thing, by the way. I LOVE bringing home cash every day!), in total my team building efforts took a "breather" for a total of 4 months in 2006.

In an effort to reach my short term goals, I lost sight of my long-term goals, and I fell short of my sponsoring goals for 2006.

Fortunately, I'm not one to beat myself up much, only as much as needed to restore my motivation and momentum! I returned to our teams advertising co-op in October, and saw the fruits of that by being the Number 2 Sponsor Monster in December.

I won't slow down in 2007, I've again set lofty goals for myself and my business, and I've learned that whatever else is going on, it will have to be worked into the schedule WITH team building, and not instead of it!

Full Steam Ahead in 2007!

Tracey Gilmore



Deb & Brad Warren

- The person you are becoming and the person you are during the partnering process will have the greatest impact on your enjoyment and success when building a team – better than any tool, script, or task that we can share with you.

Excellence when sponsoring comes more from WHOM you are than WHAT you are doing. It's making the mindset shift from "doing", and "saying" to Being.

The greatest shift we can make as a leader is to recognize that our role in sponsoring is not one of learning the latest closing techniques or overcoming objections. Rather, sponsoring success lies in standing strong upon the principles that make you an exceptional person.

True happiness in sponsoring comes when you see the processes as an opportunity to give and serve others rather than an obligation to share or convince others to partner with you. It's capturing the true meaning of our business in that we are making a difference in other people's lives.

We are truly honored to be apart of this Top Ten Sponsor list for 2006 and sharing this achievement with so many outstanding people. We love Top Ten list. They are so simple and direct. We decided to create one of our own. Here are our Top Ten Partnering Principles.

1. Demonstrate Trust by caring more about your possibility thinker's goals than you do about meeting your own agenda. Let go of the outcome. To achieve this, you must first trust yourself; have confidence in what you offer someone in partnership, and believe in the journey.
2. Lead with Respect and honor who your possibility thinker is, what they wish to accomplish, and whom they can become.
3. Act with Service and Grace by giving and making a contribution through your actions. Giving should be the driving force behind your business, partnerships, and leadership.
4. Commit to Integrity and strive to do what's right, rather do what's easy.
5. Be Real and joyful in who you are. There is no room for hype in building partnerships, only authenticity.
6. Build Rapport by making the shift of a "sales" meeting or call to a conversation between two new friends.
7. Ask Engaging Questions of what is motivating your possibility thinker to seek new directions in their life.
8. Listen with Intentions of hearing, understanding, and clarifying your possibility thinker's "why".
9. Build a Bridge and make connections on how our business may be a solution, hope, or choice that fills a need in someone's life.
10. Go the Distance by valuing the timeline and decision making process of your possibility thinker. How can you be the best support and resource to them during this time?

Becoming a Top Ten Sponsor has not been a result of one massive action step, but rather, it's many small steps taken one after another. It's consistently taking action each day even when there is not immediate proof success. It's improving yourself just a tiny bit each day to ultimately design the person you wish to become. We look forward to seeing your name on this list next year!

Deb and Brad Warren

Kelly Wissink - I am truly honored to be #3,

2006 enroller behind the talent and experience of Jackie Ulmer and Deb Warren, two dear friends and mentors! I would love to say that I had planned all along to be in the top 10 enrollers, that I had set a goal and then achieved it. I hadn't set that goal.



I work best with goals which I can achieve in a short period of time. I love the goals that I set for the next 6 months, 1 year, etc. All of a sudden the achievement of those goals sneaks up on me and all of the daily, weekly and monthly goals helped set the foundation to the achievement of those big goals.

I see myself as a football player. When I am given the ball, it is my job to move it forward. I know that as a running back, it will take concentration (staying focused on my game plan), energy (digging deep to find the fortitude even when I am too tired to stand), intensity ("I will get there, no matter who or what is standing in my way"), practice (daily work outs and action), teamwork (learning from those that have gone before me), and persistence (keeping my eyes on the goal line and shaking off the arms that reach out to take me down) to get that touch down.

A touch down is not 6 points, but instead 10 new personally sponsored team members.

That is my goal each month. Each week I set my goal to not only make an initial contact but also follow up with at least 30 different people.

I take time to market myself online by writing articles, blogs and continually learning how I can be the best coach and mentor to those who chose to join my family. I want to know what works, what doesn't and what's new!

I use a weekly "check off" goal sheet with all that I will accomplish in a week so I can visually see what I have done and still need to do.

Each day, I spend time answering the emails from leads and my team members first, learning emails second. I also set the timer so I don't get distracted.

I set a goal to make 6 new lead or follow up phone calls each day, and then send a "glad we could chat" email after we have connected.

Each day I read my goals, I reflect on my day and write about my victories and challenges in my Victory Journal. I go to sleep with the joy of anticipation of a new day filled with another "First Down", another step closer to my TOUCH DOWN!

Kelly Wissink

Cathy Mahady - 2006 is a year I will ALWAYS remember – first I was able to meet my sponsor for the first time face to face after three years of building an amazing friendship and business partnership over the Internet and phone. Then I have fabulous partners that propelled us onto the incredible honor of being a Double Diamond team. Then I got to meet the owners and leaders of Scent-Sations for the first time at Fall Fling where I was made to feel like one of the family, and now this honor of being named one of the Top Ten Sponsors in the company for the whole year. Can it get any better than THAT!

Two things come immediately to mind – gratitude and yes, it will! It has been such a blessing to be apart of this great venture – I am living my dream and thankful everyday. And I have absolute belief that there is so much more to come and that it WILL get even better than this. So I am asked, what is my secret ...

Oh, you are all gonna be disappointed when I tell you I don't really have a secret! And THAT may very well be my secret – it doesn't take a secret to succeed. Huh, you ask. Cause, if I can do this, anyone can.

I am just a stay at home mom that left the corporate world to raise her children, but wanted a career from home as well. I am not a professional network marketer with years and years of successful experience building organizations of thousands. I was a dismal failure in recruiting in other home businesses I tried. And as Jackie noted, I said "I will NOT recruit when I join Scent-Sations, I can't do it, I've tried and it doesn't work for me." So thank goodness it is not about me. It's about what we have here with Scent-Sations – it's the integrity of the company, the quality of the products, and the expertise of the leaders that guide me.

I had my doubts about my abilities at times as well. I look at the leaders in this company and think, "Wow, can I ever be like that? When will I have the skills to emulate their great talents?" I say to myself, "One of these days, I am gonna find the time to get really good at this." And in the meantime, I muddle through my day trying to balance the managing of a home, being a full time mom to two children, and a business owner, who is still learning 'how to' every day. It really is just about doing the best that I can.

See, so if I can do this, so can you.

I began to have success with my business when I realized I could be a teacher and mentor to my team. THAT was my passion. So in order to coach partners, I first had to find them. I still will not talk to a stranger on the street about my business – but I CAN bring interested people to me. Thus, I participate in our teams advertising coop EVERY month. I set an intention to sponsor five new partners a month. I mail the information packets with scent samples and provide information to potential partners through our phone conversations, personal emails, my personal website, and my autoresponder series.

So really the secret (or I should say the REASON for the success, cause it really isn't something you haven't heard before) is consistency, dependability, and organization. I show up to do my business everyday. I make my phone calls, I mail my packets, I support my team. I have decided that this IS what I want in my life, thus I respect it. I honor my business by giving it my consistent efforts.

I have limited FOCUSED time – (as I write this my daughter is having a fit), so I have to be organized and have a game plan. I set specific times to make my phone calls. I have a Daily Call List and there are times I don't feel like making calls, but I know it is something I must do to move my business forward – and my success comes from being able to check it off as done. It's about just getting started, once I do, I start to have fun conversing with so many different people from around the country.

As many of the top leaders have already indicated, it's about personal development and education. I am not able to listen to many calls live, so I invested in an MP3 player so that I CAN listen while my daughter attends gymnastics or dance class. And it is apparent that I am the only one that makes these kinds of choices. I am sure all the other parents are wondering 'what is that crazy women doing over there frantically taking notes.' But I know the decisions I make will impact the course of my life. You can sit and watch TV and read magazines or you can do something to improve yourself and your business. So I read and I listen to others who have what I want. This is what gives me the confidence that I can not only do this, but that I can be darn good at it.

I have come to understand I can't control the outcome – whether someone will buy from me or whether they will join my team. But I CAN control my actions and my attitude. So I changed my belief – that I CAN do this, I AM doing this, and I am teaching others to do the same.

Then I have FUN! I absolutely LOVE this business – I love the constant learning and the friendships I have made. I am so immersed in my business, I am so excited about the future, not only mine, but those of my partners. And I love what it is teaching my children -- about setting goals and achieving them.

Cathy Mahady, MN

Kellene & Bill VanDorn - When I was asked to write down what we had done to make the #4 spot on the Top Recruiters List for 2006 the first things that came to my mind were, Mindset, Goals, Focus, Belief, Passion, and LIVING all of the above.

We had decided last year to concentrate our FOCUS of our business on the long term, and made it a GOAL last year at this time to consistently recruit 10 new distributors a month into this business. I voiced it out loud with Jackie, and then "wrote it down". Some months we made it, some not, but we focused on that goal and at the end of the year had averaged 8 to 10 new Business Associates for most of those months. We don't WORK this business, I have "MAINSTREAMED" my passion, and belief for it into our life, and simply live that daily. This is truly what I do.

I begin each day with the MINDSET that I am going to share my PASSION and BELIEF with others and that they are going to be open and grateful for that sharing. Whether that is in the way of leads, or daily and spontaneous personal contacts, everything and everyone is an opportunity to share my passion and belief in what our products and our opportunity have to offer, and that is the mindset that I have in place and lead with.

For me, every customer is a recruit, whether they have been a customer for 30 seconds or 3 years. For some the timing just isn't quite right, but if they use our candles, and are passionate about them, they WILL be a recruit, it just makes sense. I BELIEVE this, and I establish a mindset that will attract what I want. You MUST have a great mindset in place to recruit. With a great mindset I believe you can accomplish anything.

When you consider yourself a TOOL (and you are) and continually improve on yourself as a tool to promote your business and your passion through books, training calls, mentors, etc. you become increasingly more effective in sharing your belief in our opportunity, and your mindset and intent will always be in place.

Fine tune yourself as a presentation of your business, (because you ARE a presentation) YOU are the vehicle that will most effectively deliver the information and promise of what a distributorship with Scent-Sations can mean. Because YOU are an end result of what it has meant for YOU.

What they will see when they view your "presentation" is a direct result of how much time you have spent developing "YOU", your passion, your belief, yourself as a resource, yourself as a leader. And their perception of your presentation will often directly affect their "level" of desire to join you as a Business Associate.

I strive to continually improve myself as a tool. We consistently tune into training calls, attend events, read books, and tap into the resources available to us within this company and otherwise, to improve on "my presentation" because I am the one that presents. It does make a difference, and you are ALL a continual daily inspiration to me. We have so many people in our business that I have looked to as mentors and I am proud to say as friends. There is a rich wealth of resource contained within the members of our "Mia Bella Family". Each of you are a part of that rich resource. Each of you have something to share. Bill and I each have our preference and expertise. Mine is people and life-styling our business, his is being the technical support and backup. It is a joint effort. Together we are building for success and long term security.

The second most important tool that we use for recruiting is the 16oz. Jar candles. Our business has reached a level that has shifted our focus from retail to building. So we now use our "successful retail business" as a tool, a stage setter for our real focus and goal which is "long term income". We use the jar candles to recruit. Nothing sells our business, products, and the "opportunity" like our 16 oz. Jar candles do, and I take every opportunity to use them to that end. I use them as a front man, or lead in so to speak, and then simply let them work their magic.

It all depends on their level of belief, and the "presentation" of YOU will often directly impact that level of belief. They can absolutely LOVE our candles and be ready to explore the possibilities, but if YOU do not have a great mindset in place, and you're not feeling your own passion and belief it will show, and it can diminish the effectiveness of the jar candles magic, and your own credibility as a presentation of a product and opportunity that you believe in. As a sponsor you are not only selling the opportunity, you are often selling yourself. So this is why I say "always" be sure to have a great mindset in place.

Develop yourself. Leave yourself open and coachable to all of the resources and trainings available to you within this company, and it's leaders that freely share. Fine tune and develop yourself as a tool, a resource, and a presentation, and then be the presentation that delivers the opportunity. If you have goals written down, a focus of intent, and are willing to open yourself to fully absorb the guidance and resources available to you, you will meet those goals and more.

Develop your belief and passion. LIVE it! You will attract others that want what you have found. This is all we do. But we do it sincerely. It's real, and it works. We had seven wonderful new Business Associates join us this month! Write down your goals for 2007, develop your belief and mindset, and then tap into the resources and people here to help make them happen. This is the year for making history, and we are all a part of it! It's unbelievably exciting! Write down where you want to be in December and make it happen! Write your own history!

Kellene & Bill VanDorn

2nd Western Regional Conference: Huge Success!

We've just completed our second Western Regional Conference in Las Vegas, Nevada and the feedback is overwhelmingly positive. Over 75% of the room were first time attendees of any type of company event so they really picked a great event to get a feel for who we are as a company.

It was amazing to watch Bobby and Charlie "work the room" and visit with as many people as they could over the 2 day event. Equally as fun was watching so many of our team get loose and have some fun on the dance floor at the "after events" of the meeting. And, having our VP and CEO join in was great!

Show me another company where the company owners share social time with the distributor base and share their passion and vision for the future while doing so. Show me another company where the story is as powerful - where we have been, where we are and where we are headed.

I URGE you to make 2007 the year you pull out all of the stops to grow your business and get to as many regional and other events as possible. The vision and education you will receive is priceless.

Expect Success!
Jackie Ulmer, CA

This was my second Las Vegas Convention and man, was it worth the investment. When I first joined Scent-Sations and was informed about the Spring Fling, I had the mindset that this would be a waste of money. I would be spending money and not MAKING money. I was in this to MAKE money.



After my first convention, my mindset was changed. Yes, I had to pay for a hotel room, airfare and food. My investment, coming from California and flying to PA was probably around \$750. That is a big chunk of change. Was it worth it? You bet. I've been to

two PA conventions (would have been three if I hadn't just moved) and two Las Vegas conventions. The Las Vegas regional conventions were obviously less expensive because the air fare was less expensive. Plus, I have now learned to always share a hotel room.

The reason I make this investment into my business is because I ALWAYS come away with new ideas, stronger conviction that I am in the right place at the right time, a stronger belief in the company and the product AND better developed relationships with our Mia Bella family. That confidence pours into my business as I sell candles and share the business opportunity. As I gain confidence, those I am speaking to find it as well. This results in a booming business. Is that not what we are looking for?

Gail Wahl, CO

Honestly, each time I think how much more could I possibly learn, how much more could I be motivated -- I mean I have been with the company three years, I am achieving my goals... what else could there be for me, what else could a company event like the WRC in Vegas do for ME.

So this time I brought my husband, Dan, so HE could learn and be motivated. He hears me talk about the business (nonstop LOL), he sees me get excited about the achievements I am accomplishing -- but honestly, I wanted him to SEE how REAL it all is. I wanted him to meet the owners and leadership (cause could anybody be as good as I continue to claim). I wanted to show him my commitment to this company and to my business. That this is real -- for him to see that my business will provide for us a lifestyle that we have dreamed about it. And that it won't just happen to a select few who got lucky -- but that it WILL and is happening for us too.

OK, honestly the real kicker to get him to Vegas was that I would take him to see Celine Dion for his birthday.

But he watched and observed all the camaraderie and the ease of friendships, new and old. He was inspired and impressed by many of the speakers -- and most of those not being the key leaders, but those just beginning the journey. He got to see first hand the partnership that Bobby and Charlie have and the vision they are creating for all of us. He observed the sincere, genuine relationships that we are building as the Mia Bella family. He didn't see hype or fake or unrealistic claims. It's impossible to walk away from an event like this and NOT believe that you CAN have everything you ever wanted.

OK, so did it do anything for ME! You betcha -- it amazes me but each company event, I become even more committed, even more excited, even more convinced that I am in the right place, at the right time, with the right people. My feelings of gratitude are only enhanced. I had a great time as we laughed, joked, learned, and inspired each other! And by the way, the concert was fabulous!

Cathy Mahady, MN

Wow! The Western Regional Conference was powerful-- a real "company" affair. Distributors flew in from all over. In keeping with its theme of "Back to the Basics" - the presentations and testimonials delivered the essential principles and procedures for success. From Developing your Why to Seeing the Job Through, those who attended were given a tremendous amount of practical tips and insights. Here's to daily action steps and having an EXPECTATION of success!

Deb Clough, NH

[Continued on p. 8]

[WRC from p.7]

It is 11pm and I am exhausted from Vegas, but felt compelled to share about the weekend! Once again, one must be there to FEEL the energy and the adrenaline flowing. The excitement and understanding that we are posed to make a huge amount of money and help others to do the same is incredible! Each time I attend a company event and I hear our leaders speak, I am in awe that I am a part of this incredible company. You MUST get to a company event! Do whatever it takes, because it will get your juices flowing and you will be ready rock.

We have an incredible product and when people are looking to join our company they are looking at us as individuals too. We are selling ourselves as much as we are selling Scent-Sations and the Mia Bella candle. When I walk away from being with this dynamic group of people, my energy and my spirit are racing and that is FELT by the people around me. People want a part of that!

If someone had told me on June 29th that I would be speaking in front of 100 people for a company conference less than a year later, I would have laughed! Guess what? I did just that and it felt GREAT! I have never been happier and it is all because of this company, this team and this product. I have developed a sense of confidence that I never had before. This has come from my experience with Scent-Sations and it isn't about the money. The money is coming, but the personal growth and development that I am gaining through this experience is priceless.

All I can say is this, "Get there to the events and catch the fever!" Bobby, Charlie, Jackie, Donnie and everyone else is there to help us succeed. If you ask for help they will give it to you in a heartbeat! The sky is the limit. Seize it while the company is still small enough. As we get bigger it will be more difficult to connect with these leaders.

Laura Kane, MA

MLM Pro: Seeing The Big Picture With Scent-Sations

I was raised by a father that believed in hard work everyday. At 11 years old I went to work in my fathers machine and welding shop. Little did I know working around these professional machinist and welders I was learning valuable information that would pay off well in the coming years.

Later, at the age of 28, my friend and I would buy my father out and I would become a business owner. Later, I bought my friend out. I had the thinking of the American dream, own your own business and create wealth. It is still possible but things are not the same as when my father had started. At the peak of my business in the middle 80's I had 20 employees and 500k plus equipment invested working 80-100 hours a week and some of the employees making more than me.

I started seeing a change in business with customers having no loyalty to vendors and customers beginning to send work out of the country even with quality known to suffer. I began looking for other ways to replace the volume of business that was going out of the country. I noticed I wasn't the only machine shop owner feeling and experiencing the same troubles. My father began to tell me to look for ways to diversify, something he never had to think about in all his years in business.

He passed away in Dec. 1990 and I really began to look around and search for how to get out of a failing industry. Manufacturing was in a decline in America. In 1991, through a sickness with my wife, I found a MLM product that gave her instant relief and I bought in at the \$5000.00 level and made my first start into MLM. I sold all 20 cases in 3-4 weeks, paid off my credit card, and began to think this industry was my ticket to the money and freedom that I had believed was in store in owning my own business. Since that time I have never wavered in my search for the right company, product, comp plan, management, and timing which are some of the things that it takes to create radical wealth in this business.

I was making a decent income with a nutritional company. I had made the top rank and, for reasons not worthy of explaining, began to look for a non competing product/company to work and have to present to the people of whom I had as prospects from ads and wasn't interested in my nutritional MLM. I set out looking for a company with some specific criteria:



- 1.** Consumable product that creates high retail profits
- 2.** Product had good value to end consumer
- 3.** Solid management team/not a one owner company
- 4.** Fair and solid comp plan

I had written these five things down and began to look for a company that answered all these questions. After months of looking, talking with owners and leaders about all kinds of different deals I found a small little company with a unique product that fit all the needs I had written down. After I joined Scent-Sations and the product came I brought the candle home and lit it and waited on Dianne to come home and see what her thoughts would be.

She instantly wanted to know where the smell was coming from, she hadn't even seen the candle yet. I explained what I had done and she was so impressed with the product. We agreed that this little company could very soon over take all the other companies we had ever done. So today the company is growing at an accelerated rate, making Scent-Sations a great place to find a home and build a long term residual income.

Donnie Walker, TN

Sue Seward: Making Connections Can Build You & Your Business



How important are making connections to your success? It's extremely important and here's why as well as some of the ways you can learn to be a better connector!

First of all this is a people business! It's all about people and what they want! If you don't find out what they want by connecting with them you'll most likely flounder in this business!

Connecting with people and finding out what their desires are, their why, their problems and their purpose and then helping them with solutions to those problems and helping them accomplish their purpose is your real mission!

There's a way to become a better connector and that is to network with lot's of people including people in your own industry that are in other companies. Yes! You read that right! This is very important! Why? Because you never know when your paths will cross and you end up doing business together! So try not to burn any bridges! If you don't connect then you could lose out on a great potential business partner relationship! This is so crucial! Not to mention the valuable friendships you create.

Now how do we make these connections and how do we connect with people? I've been doing this for almost ten years with people I've connected and built relationships with through the Internet and phone. I've met many of these people personally and have spent time with them and their families. These relationships mean the world to me and I respectfully appreciate each and every one of them!

First of all it's important to always keep an open mind. You're a business person so make connections with all sorts of people where ever you go. If you stay closed minded and only connect with people in your own company or industry you could be losing out on some really valuable resources to help you grow yourself and your business!

Connect with people by asking questions. It's really that simple! When you ask you get answers! When all you do is tell you don't get any answers because you're not connecting with THEM.

Where do these connections take place? Everywhere you go! When you're out doing your errands, your shopping, volunteering at your children's school, at your jobs, on airplanes, in airports, on vacation, with your realtors when you're looking at property, at social functions, at family gatherings, etc.

Does this mean you are shoving your business and products down their throats! NO! You are connecting with THEM! That means asking about them and genuinely taking an interest in what they are saying and what they are not

Saying! Your job is to be the messenger. It's not to push, shove, manipulate or force people. Your job is to lead, guide, prompt and suggest. It is the responsibility of each person to give willingly for their own purpose. Sometimes it takes longer with one person than another but it's up to them to decide!

Some of the ways we connect is through using technology. The Internet is an excellent way to connect with lot's of different people by using email, online marketing systems, and message forums and communities.

Some of the communities where I network and connect with people are ryze.com, mlm.com, ivwcc.com, mydswa.com, powerfulintentions.com, mlmwoman.com and there are many others. Just do a Google search! These are not places for advertising, they are a place to connect with people!

When you do use technology though remember to turn the high tech into high touch and that means connecting by being interested in people and finding out what they do, where they live, do they love what they do, what are their hobbies, are they married, do they have children, grandchildren, are they happy with how their life is going, are they looking for a change? Here's something else to consider. Do they want to connect with you and you them?

Make connections, build rapport that turns into long term relationships and someday those relationships could turn out to be an exceptional business connection!

The phone of course is another personal way to connect! Use it often and use it properly by asking those connecting questions above!

Making connections with people could end up being the most important thing you not only do for yourself but when you teach others to do this too think of the possibilities!

Everyone connecting and actually helping each other find positive solutions! What a concept huh? It's a gain for everyone lives you help to change for the better!

Now that creates a true people connecting mission that will flourish everyone's business! If you continue to keep making connections and you NEVER GIVE UP you will achieve your dreams and help many others dreams come true too!

Two Great Book Recommendations from Sue Seward

While at the airport in Vegas I picked up a really great book! Two books actually. One is *Who Moved My Cheese* since I've heard so much about it I had to finally get a copy.

This other one is one of the greatest books on success principles that I think I've ever read. I read half of it on the way home! It's a short read. Only 223 pages.

How Successful People Become Even More Successful!
What GOT You Here Won't Get You THERE
by Marshall Goldsmith

Candles: An Easy Conversation Item

I was getting my hair done (by a new stylist) and in the course of conversation she asked what I do.

I very nonchalantly said "I sell gourmet candles".

We went on with our conversation about kids, travel, etc. and about 1/2 hour later - during a pause - she said "So, what kind of candles? Are they soy?"

So I gave her a 30 second commercial and left it at that.

We went back to other topics of conversation, and then about 10 minutes later she says "do you have a catalog with you and do you sell Pine?"

I actually DIDN'T have a catalog on me (must've given the last one out and not realized it) - but DID have a biz card and SOCP sample. I gave her those and said that I could come back and drop off catalogs for her.

She then launched into how her house is FULL of candles and that she only burns the jars 1/2 way and then wants a new scent. So she has this closet full of 1/2 burned candles.

I listened to her go on and on and thought "you need a Mia Melter". When she was done - I said "have you heard of electric melter pots?"

She said "nope - what are those?"

So I gave her a 15 second commercial for the Mia Melter and Melts. She asked me to bring one of those with the catalogs and she'd buy it.

So I went home, packed up my basket (1 melter, 1 1/2 burned jar, 2 full jars, several packs of melts, catalogs, etc.) and headed back (I live a full 3 minutes from the salon).

I went in and she jumped up from her chair and invited me in. On the spot she bought a melter, some melts, and my Sandalwood jar.

She wants another melter and more melts next time I come back. She is also going to introduce her other candle friends to them with a party soon (as she knows TONS of people and I'm new to town - this is a great way to get my name out here).

So - for casually mentioning that "I sell candles" - I've created a brand new customer, party prospect, and more!

Moral of the story is that you don't have to launch into a full hour presentation each time someone asks you what you do, be prepared with your "30 second commercial", catalogs, biz cards and samples.

Everyone you meet is a potential new customer!

Jennifer Burnham

Chana Andersen: 14 Keys to Success

Another dream come true! After being in Scent-Sations for 2 years, my husband was able to quit his job as a car salesman and join me full time in building our future and dreams.

To celebrate this event, we took the kids out of school for two weeks and traveled to Southern California and Las Vegas where we ended the trip with the WRC. We decided to visit friends and family and work the business as we went along. We wanted to reconnect as a family and start the year with some great memories.

At the conference in Las Vegas, I noticed that my daughter, Chana, was taking notes when Bobby and others were sharing. Then I noticed that she was still writing long after the speakers had finished. She showed me her notes and I was floored! She had written down 14 Keys to Success and she asked Jackie if she could share them in front of the group. She did a fabulous presentation and this is what she had written:

- 01.** No Stress. You can't run a business with stress.
- 02.** Have time to be with family. Don't spend too much time with work.
- 03.** Follow your dreams. Don't do it because you have to.
- 04.** Be nice. No one will buy if you're grouchy.
- 05.** Take risks. Know that it will be Okay.
- 06.** Don't risk family. You can risk anything but family.
- 07.** Have fun. Be able to laugh to yourself.

- 08.** Let them have fun. Don't make them shy.
- 09.** Let the web work. Your computer is everything.
- 10.** Don't take too long. Don't make others wait.
- 11.** There should always be money in your pocket. You can't do without money.
- 12.** Get excited! Love your business!
- 13.** Know why they want the product. Don't just tell it's good.
- 14.** Relationships. You can't be in this alone.

Lifestyling: Bag For Daily Actions

For those of you who were in attendance at the Las Vegas Regional, I promised to send a picture/story to the newsletter with info on marketing with the "small scrapbook tote" that I recommend as a life-styling bag. You can purchase it at Michael's for about \$12.99.

This one is one of three that I have used and that my mother is currently using to great success. It has the advantage of your candles and products being exposed to encourage people to ask YOU about the candles rather than you always having to approach them. This is especially useful for distributors that are new or maybe just "new" to life-styling and shy about walking up to people just yet and asking, "Do you burn scented candles?" or "Have you ever burned a Mia Bella?"



This bag is smaller than "my" life-styling bag but will fit your marketing materials, 4 jar candles, body bars, body wash, business cards, Calendars, Fundraiser Portfolios, opportunity bags, etc. PLUS your essential purse items. This way it is your purse and business bag combined so you will "no excuses" and you will always be sure to leave the house with your business tools, because what woman forgets her purse?

You will also always have a reason to have your product with you in any situation, school meeting, court, dinner with your spouse's boss, situations where a basket loaded with jar candles might not be appropriate. Because it is also your purse, it will be socially acceptable and you will ALWAYS be ready for a Mia Bella Opportunity!

Tip I recommend having a consistent memory lapse of leaving the lid off of one or more of the jar candles so that the fragrance follows wherever you go and further invites questions and sharing experiences.

Happy Life-styling Everyone!

Kellene VanDorn, MO

Lynn Blazaskie: Local Distributor Named A Top Retailer for 2006

My name is Lynn Blazaskie from Hanover Township. I got involved in Scent-Sations through my parents, Pat and Rick Gazenski.

I have done several fundraisers for my childrens' school and son's Little League as well as retail sales. The candles also make great gifts for any occasion, especially teacher gifts. By giving the candles as gifts, it helps to get the word out there about the product and I usually receive a call back to reorder more.

I have a few people signed up but always looking for more. I like the program because it is an easy product to sell, the product is very well known in this area and I always receive wonderful comments about the product, especially the clean burning of the candles.

Lynn Blazaskie

Asthma Sufferer: Loving Mia Bella's

I love our candles! It is so refreshing to have candles I can burn. I am an asthma sufferer and have never been able to burn candles for longer than 5 minutes at a time before Mia Bella.

Latanya Wagner
Wingate, NC

Laura Kane: Marketing Tid Bits



Way back when I first started (June 29th) I hung out at the dog park and actually got my first customer there. I didn't have a dog then, I just needed my dog fix. Anyway, I was always handing out my

scented bookmarks to anyone that would take one. I can't keep track of the number of people who now have my scents in their hands! Well, a few weeks ago I got a phone call from a woman, "Hi my name is Rachel and I have one of your scented bookmarks that you gave to my daughter at the dog park. I would like to buy some candles." Rachel came over and bought a Hollyberry Balsam Flare and a Bella Bar. She said, "I want my daughter to smell all the different scents and then we can buy some more." Next night I went to their house and they purchased 7 jars and 8 votives. Many of these jars are going out as gifts. It will be interesting to see what happens after the holidays as the roots spread out from this one seed that was planted!

It is a Dog's World

I was at the coffee shop last week when a woman came in and picked up one of my fundraising fliers for the troops and she asked the owner, "Who is this?" Well, I spoke up and we talked for a few minutes. It turns out she owns a grooming salon and pet supply store. Well, my dog Milo had been in need of a grooming for a while now and for some reason I did not want to take him to the place that everyone near me raves about, so I decided to call Donna and bring him in. We got to talking and she used to have candles in her shop that she could never keep in stock because people were always buying them and then the

supplier disappeared. I ended up bartering with her 3 jars for the grooming. Well, let me tell you -- that Rain candle that she couldn't wait to light could be smelled over the pretty strong dog smell! We decided to do a consignment to start with, but she plans on doing the COTM soon. I gave her six jars to start and I went in the next day and she had already sold two and there was a woman there that wanted to order a plain jar from me. So, keep your eyes open, because I will be welcoming Donna soon!

It is All in the Impulse

I was really hungry yesterday and on impulse decided to go to one of my favorite restaurants. The owner has turned out to be one of my best customers and she is definitely an impulse shopper. As I sat there with my basket next to me, with a simmer pot and 5 jars, eating my breakfast, Sue starts thinking out loud about what to get for all the girls that work for her. She knows that a few of them are already familiar with my product and like it. She says, "I want to spend \$20 on each of the 12 girls." Alrighty then! I have the simmer pots from Levine's and I am selling samples of the melts. So the girls will be getting a simmer pot from Levines and 4 melts each. Mind you, I had to go home and make sure that I could get the order in quickly enough. (Levines is amazing!) I went back to the restaurant to show her what I had in stock in case she didn't want to wait and while I was there a guy starts smelling and looking and bought a plug-in for his mother, a simmer pot for himself and 2 bags of melts. That was a quick \$50 from him. Now, if I had not been at the restaurant Sue probably would not have used me for her Xmas shopping, but she saw me and got her shopping done. For being in the restaurant for less than an hour I walked away with \$290 and one new customer and maybe two!

Laura Kane, MA

Doreen Wilson: Home Party Fever

I'd love to share with you my experience with home parties over the past Christmas season. I just joined the business on August 29 Of 2006 and spent the first few months getting set up and figuring out what I was doing, so when the Christmas season came upon me I felt un-prepared. I hadn't really set anything up and hadn't done any special crafts or packaging for the season (which is right up my alley). I hadn't approached offices about employee gifts, or anything else. But I was anxious to take advantage of the peak candle season.

In October I had done a small fundraiser for a day care center and after that they asked me if I wanted to come back in a couple of weeks for an extension of the fundraiser. They would be having a bake sale and a book vendor there as well, and it would be open to people outside of the day care - of course I agree. I did a free candle drawing at my table and a woman signed up -to my surprise - to do a home party. It was kind of funny. I put the options on the free candle drawing slips but I guess I didn't really expect anyone to request a home party and I had no interest in doing one. But there I was two weeks later, off to my first home party. It was really interesting too because the hostess was a deaf mute, as were many of her guests, so an interpreter signed my entire presentation - how cool is that! The party was a lot of fun and I sold over \$500 worth of products - not too shabby, I thought.

It just so happens that in between the day care table fundraiser and the home party from the candle drawing, I had an open house at my home. One of my guests (after spending over \$100 herself), referred me to a craft set up at a hospital with many other vendors - I will be doing that in February, just in time for Valentine's Day. Another one of my guests decided not to buy anything, but asked me if she could do a home party instead (it was her idea). This party also brought in over \$500 the day after the first party. The very next day I did an office party at my kids' dentist office. I had called to ask them if they did office gifts to staff. The

secretary said, "no, we get cash bonuses, but you could come in at lunch time one day and show the ladies here what you've got - we all love Candles." Here it is, day 3 in a row - I'm exhausted, but who's complaining. That office party brought in about \$200 in sales for about 45 minutes that I was there. A total of \$1200 in 3 days, and I wasn't even trying to have parties!

Here's the kicker. I got two more home parties from each of the original ones. One woman couldn't come to the second party so I went by her home during the week so she could smell some scents. She saw some baskets in my trunk and inquired about them. (I had only sold one up until now). She ordered six of them over the next couple of weeks, and because other people saw those baskets, I got many more basket orders out of that. Since then, the woman who hosted the first party on December 3rd has already contacted me in early January to say that she and her friends loved the candles and she wants to have another party in February.

The moral of this story - go with the flow and see where the continual flow has been wonderfully refreshing - all of this from one little action. The best part is that I never had to ask anyone to buy anything. The hostesses of the parties invited them, and when they come to a home party they come expecting to buy something, so all I had to do is hand out order forms and collect the cash. Having a little box on the bottom of the order form where they check off if they're interested in having a home party, hosting a fundraiser, etc. is completely voluntary and non-intrusive. The ladies had a blast and couldn't wait to smell all the candles. We even played a smell and name game that was a hit and started the ball rolling.

So remember, don't pre-judge - you never know if you will like something until you have tried. It really is exhilarating to see how excited these ladies get about our candles. Woohoo!

Doreen Wilson, MA

Aimee Martin: Seeing Great Things Happening In Canada

Today was an incredible day for me. As I write this, I can't help but wonder "why me"? Why was I the lucky one? How did I stumble across this company? Why did I jump blindly into the unknown? What made me say "this is it!". Honestly, I can't give you the answers to those questions. I don't know the how's, why's, or what's- I simply know that I took the leap. It was by far the best leap of faith I have ever taken. Here's why: (this I can share with you)

I started as a Distributor with Scent-Sations on December 4th, 2006. I had researched the company off and on for about a year. One day, out of sheer desperation, I Googled Mia Bella candles again, but this time something really clicked with me. I had one of those AH-HA moments. I came across Jackie Ulmer's website. Well- Jackie and I played email tag for awhile, but something told me I was on the right track. Although I am embarrassed to admit this, I took a loan from my girls Christmas fund and purchased the Fast Start Pack. I hoped and prayed, then hoped and prayed some more, that I had just made the right decision. Before Christmas was here I had made back all the money I "borrowed" plus some. I was convinced I had made the right decision.

Since I began as a Distributor, I have seen and heard some amazing testimonials from people about our candles. An older lady, a die hard X-brand candle lover, saw the quality in our candles as superior and purchased 6 jars on the spot! This is the type of response I have come to expect when I present the candles to potential customers.

Whenever I tell people in conversation that I sell candles, I get this worried look and "oh you sell" And I say—"oh no, I sell all natural gourmet candles and there is nothing over \$20 in this catalog. Feel free to take a look and let me know if anything interests you." Then I wait for the sigh of relief, and the "Nothing is over \$20?" I smile and nod. It works about 90% of the time. At the very least, they request a catalog to take with them. My real estate agent, and good friend of mine, loves scented candles, but can't burn them due to incredible migraines. To support me, she purchased a variety of votives and a Banana Nut Jar to take to open houses. Last I spoke with her, she was still trying to pry away the Banana Nut Jar from her daughter, and she wasn't experiencing the migraines!

When people can do what they love without restrictions-like burn scented candles- they help you sell your candles without even intending to do so. It makes it all worthwhile.



When I was working on my Partnership Agreement in the beginning, I had no intention of building a team. I simply wanted to retail and maybe dabble in some fundraising. With a supportive and inspiring sponsor like Jackie, and the incredible team support I have received, it made it difficult for me not to want to build my own team and watch as this company exploded in the Canadian marketplace. January 1, my day for New Year's Resolutions, I decided I would build my team. As of today, Jan 24th, I have added 3 COTM members, and one Associate (who should be a COTM member by the end of the week) and I currently have 3 prospects interested in the business opportunity. I am seeing diamonds! And this is just the beginning. I have been lucky in my recruiting efforts. Each new team member I add is equally interested in building their own businesses. Together, we will take Canada by storm!

I started this article off with, "Today was an incredible day for me". I suppose you would like to know why I said that. Today, I called head office regarding a delivery issue I was concerned about. My concerns were laid to rest almost immediately and the typical shipping procedures to Canada were explained to me in detail- by Charlie! Now, of course, I knew who Charlie was. When I was told to hold for Charlie, my exact thought process was- Charlie, Charlie or just some other Charlie. Nope, it was THE Charlie. The one I had heard so much about. He spent the better part of an hour speaking to me and answering my questions. How did that make me feel? Inspired. Appreciated. I was not just another number. I was a somebody. I smiled for hours later and told everyone I could get on the phone that Charlie talked to ME. I've never experienced this before with anything I have ever been involved in. It confirmed for me that I had, in fact, made the absolute best decision I could have made when I "borrowed" that money on a hope and a prayer. Now, I just have to dream big!

Aimee Martin, Canada

7 Year Old: Hooked On Mia Bella's

I wanted to share a story about an incredible young man and a home party. In early December I met Oliver and his mother at a home party I presented. It was easy to remember him because he was the only young man in attendance but he stood out for two other reasons. He seemed very interested in candles and he wanted to buy his mom a French Vanilla Votive Rose. How sweet is that?

I was packing up when the hostess received a telephone call. It was Oliver's mom. They wanted to host their own candle party. I later found out that Oliver was so excited to learn all about our candles that he asked his mom if he could host a candle home party. She agreed and we arranged a date. Oliver's mom told me that he made all the arrangements. He contacted and invited his guests. He cleaned the house and helped decide on the snacks to be served. When I arrived he helped me set up and he showed our great products to the guests, as I talked about them. He was amazing.

His mom told me that he loves candles more than she does. He earned points and was able to choose a few host rewards. He likes the Liquorice and Grape Seed. As I was leaving he was already talking about his next candle party.

I wanted to share this story with you because I think that we sometimes forget that anyone can be a candle lover. We need to think outside the box. I want to thank Oliver (and his mom) for opening my eyes to other possibilities. I think I forgot to mention that Oliver is seven years old. An amazing and inspiring young man!

Carrie and Mike Gauthier, Canada

Word Of Mouth Sales: Working In School

My seven year old son, Cameron, told me that he wants to put the new Mia Bella oval sticker on his backpack so that he could sell the candles to the teachers at his school. He loves our candles so much that he wants to sell them to everyone. Also, after he mentioned to his teacher that I sell candles his teacher ended up buying \$100.00 worth of product during the holiday. Thank you for letting us share our story.

Hope Musler

Lifestyling Your Business: It Really Works!

I just wanted to share what happened to me last night. I went to discuss a new mortgage - consolidation – loan. I have dealt with this company for a couple of years now and my loan officer always asks about my candles whenever I talk to her.

Well, I took her a calendar, 2 catalogs and 4 brochures (and a few scent samples)! I came away from the meeting with a new loan officer, a \$76.00 order and several potential fund raisers!

I couldn't believe it! Whenever someone tells you that lifestyling your business works believe it.

Vicki Snyder

Deb Clough: 10 Reasons to Never Get A Job



My husband recently forwarded an article to me titled, 10 Reasons You Should Never Get a Job by Steve Pavlina. The title alone made me smile because I have had many jobs in my life but it wasn't until 2 1/2 years into my last one that I finally did something about that "problem"... I quit. In addition to not having enough vacation, not being paid what I knew I was worth, and not having flex time, my husband and I had done the math. What I was making hourly after paying for full-time childcare wasn't worth the time or the stress on our family.

That said, the article struck a chord with me for another reason, one that I could totally identify with. Pavlina relates how when people reach a certain age, such as graduating from college, they assume it's time to go out and get a job. He points out that like many things the masses do, just because everyone does it doesn't mean it's a good idea. He goes on to say that, if you're reasonably intelligent, getting a job is one of the worst things you can do to support yourself. He cites ten reasons why you should do everything in your power to avoid getting a job. These are thoughts I'll be sharing with my sons for sure...."

1. **Income for dummies.** Getting a job and trading your time for money is not a good idea. It's better to be paid even when you're not working. Smart people build systems that generate income 24/7, especially passive income. This can include starting a business, building a web site, becoming an investor, or generating royalty income from creative work. The system delivers the ongoing value to people and generates income from it, and once it's in motion, it runs continuously whether you tend to it or not. From that moment on, the bulk of your time can be invested in increasing your income (by refining your system or spawning new ones) instead of merely maintaining your income. Nobody is born knowing how to start a business or generate investment income, but you can easily learn it. How long it takes you to figure it out is irrelevant because the time is going to pass anyway. You might as well emerge at some future point as the owner of income-generating systems as opposed to a lifelong wage slave. This isn't all or nothing. If your system only generates a few hundred dollars a month, that's a significant step in the right direction.

2. **Limited experience.** You might think it's important to get a job to gain experience. But you gain experience from living, regardless of whether you have a job or not. The problem with getting experience from a job is that you usually just repeat the same limited experience over and over. You learn a lot in the beginning and then stagnate. This forces you to miss other experiences that would be much more valuable. Which experience would you rather gain? The knowledge of how to do a specific job really well – one that you can only monetize by trading your time for money – or the knowledge of how to enjoy financial abundance for the rest of your life without ever needing a job again?
3. **Lifelong domestication.** Getting a job is like enrolling in a human domestication program. You learn how to be a good pet. Are you living in a cage? Are you rewarded by your master for good behavior? Is there any spark of free will left inside you, or has your domestication program made you a pet for life?
4. **Too many mouths to feed.** Employee income is the most heavily taxed there is. In the USA, you can expect that about half your salary will go to taxes. You only get paid a fraction of the real value you generate. Your real salary may be more than triple what you get paid, but most of that money you'll never see. It goes straight into other people's pockets.
5. **Way too risky.** Many employees believe that getting a job is the safest and most secure way to support themselves. Does putting yourself in a position where someone else can turn off all your income just by saying two words ("You're fired") sound like a safe and secure situation to you? Having one income stream is not more secure than having 10. You cannot have security if you don't have control, and employees have the least control of anyone.
6. **Having an evil bovine master.** Did you know that the word boss comes from the Dutch word baas, which historically means master? Another meaning of the word boss is "a cow or bovine." So if your boss is really your evil bovine master, then what does that make you? Nothing but a turd in the herd.
7. **Begging for money.** Are you free to decide how much you get paid without needing anyone's permission but your own, or do you have to sit up and beg your master for more money? If you have a business and one customer says "no" to you, you simply say "next."
8. **An inbred social life.** Many people treat their jobs as their primary social outlet. They hang out with the same people working in the same field. Such relations are social dead ends. Why not decide for yourself whom to socialize with instead of letting your master decide for you?

[Continued on p.17]

[Deb Clough from p. 16]

9. **Loss of Freedom.** Taming a human being into an employee requires breaking the humans independent will. This is often done by providing them with a weighty policy manual filled with rules and regulations about how to dress, talk, move, etc. This leads the new employee to become more obedient, fearing that she/he could be disciplined at any minute for something incomprehensible. Thus, the employee will likely conclude it's safest to simply obey the master's commands without question. Free human beings think such rules and regulations are silly of course. The only policy they need is: "Be smart. Be nice. Do what you love. Have fun."
10. **Becoming a coward.** Employees have a endless capacity to whine about problems at their companies, but they don't really want solutions—they just want to vent and make excuses why it's all someone else's fault. If you can't call your boss a jerk now and then without fear of getting fired, you're no longer free. You've become your master's property. I don't care how badly you've been beaten down. It is never too late to regain your courage. Never!"Pavlina acknowledges that if you're currently a well-conditioned, well-behaved employee, your most likely reaction to his article will be defensiveness. He points out though, that if there were not a grain of truth to it, you wouldn't have the emotional reaction at all. This is only a reminder of what you already know...and he humorously likens this to the way a lobster might be "enjoying" a warm bath.

And he says that if any of this makes you mad, that it's a step in the right direction. Any emotion—even confusion—is better than apathy. He says that, if you work through your feelings instead of repressing them, you'll soon emerge on the doorstep of courage. And when that happens, you'll have the will to actually do something about your situation and start living like the powerful human being you were meant to be instead of the domesticated pet you've been trained to be.

Pavlina concludes his article by discussing the alternative to getting a job, finding a way to earn income by providing value—not time. He points out that your freedom is easily worth the initial investment of time and energy.

"You already know deep down that getting a job isn't what you want. So don't let anyone try to tell you otherwise. Learn to trust your inner wisdom, even if the whole world says you're wrong and foolish for doing so. Years from now you'll look back and realize it was one of the best decisions you ever made."

Deb Clough, NH

Cricket Patin: How I Find Fundraisers

When I am making cold calls for fundraisers, first of all I decide who I am going to target (Daycares, Churches, Sports teams, Schools, etc.). When I pick my target I concentrate on that one organization and find my resources through the local phone book, newspaper or just seeing them when I am driving. I then call, lets say I am calling a Daycare. I introduce myself.

"Hi, my name is Cricket Patin and I am in the fundraising business, could I please speak to the person who handles your fundraisers." At that point I get a name, Lets say her name is Sue, "Hi Sue, my name is Cricket Patin and I am in the fundraising business. I sell Mia Bella Gourmet candles. I then ask her what types of fundraisers have they been involved with. I then tell her that with Mia Bella you could profit \$5.00 a candle with little or no effort. I then ask if I can send her information along with one of the scents.

I have never had anyone tell me not to send it. I then send the fundraiser information from the back office along with a cover letter that I created and a scent sample. I grind votives and make samples. It is perfect as they open the envelope, BANG the smell gets them.

I wait about a week and I contact them back. I usually say, "Hi Sue this is Cricket with Mia Bella Candles, I was checking back with you to see if you received the information about the fundraiser. They usually tell me "Yes, the candle sample is awesome." I then ask if I can make an appointment with them so that I may bring the actual candle and my samples for them to see first hand. Once I show them the candle along with the samples I usually land the fundraiser.

I make it a goal that everyday when I am making cold calls that I contact 5 people that OK me to send the fundraiser information. I dedicate 2 hours every day doing this until I have called all prospects. Once I have exhausted all daycares then I move on to the next organization.

My husband and I have a sheet metal company and that is my full time job, but at my office I do dedicate 2 hours to Mia Bella fundraisers and so far have been successful landing several fundraisers over a few months.

Cricket Patin

Shep Kuester: Loving His New Booth

Let's take a survey. Who wants to promote their business? Grow their business? Try something different? We would suggest taking a serious look at having a booth at a commercial show/fair.

Is this risky? Having a booth at a commercial show requires a certain amount of financial risk, but actually no more risk than a long-term advertising campaign.

There are many factors which lead to a successful exhibit and the desired end results: 1) good sales and positive cash flow. 2) acquisition of prospects and new business partners. 3) an overall positive experience. One factor is the physical layout of your "store" or booth.

We have made many changes to the configuration and content of our show booth since the very first show in March 2001. The booth in the pictures is the culmination of what we have learned and personal preferences. Members who have visited us at shows have made suggestions. Customers have made comments on our booth content, product presentation, and booth physical layout. At the most recent show we actually received comments from show attendees on how attractive, coordinated and friendly our booth design was.

This specific show faced significant, unpredictable challenges. The weather turned very cold and the roads in the Puget Sound were hit with icy roads for several days. Numerous tour buses of customers from Oregon, Washington, and British Columbia were canceled for most of the 5 day show. Weather improved the last two days but this was the lowest attendance in the past 19 year history of this show. At least eight vendors never made it to the show due to weather, losing their \$945 booth fee. In spite of this we made enough to cover all of our expenses (booth fee, travel, meals, and hotel) and also made some profit. Additionally, we also have several people interested in the business. One contact turned into a 12 case order for a fundraiser.

We were really looking forward to this particular show. We had been on a vendor waiting list for several years to get in. It's called A Victorian Country Christmas. The theme is 1890's and all vendors are required to dress in Victorian dress. Jan made our costumes to resemble 1895 chandler merchants. The promoter has each row designed to resemble a village rather than a row of show booths. The show is a whole holiday experience, including carriage rides, wandering carolers, lots of food, and very sophisticated gifts and products. We received several comments about the quality of our products from the management. It's just too bad that the weather did not cooperate! We are already signed up for 2007.

Here are some key pointers we will share regarding shows: No matter how great your booth design and product display, if you don't begin and end the day with a positive attitude, you are wasting your time and discrediting your merchandise. You must act and look successful or you will not have a successful show. When crowds are small we're happy because the show is quieter and gives us the ability to spend more time with each customer or business prospect. When the show is packed we're happy because a lot of people stream through our booth and sales are brisk. At a huge, well advertised, 4-day Christmas show in Phoenix several years ago there were 235 attendees, yet we still took in over \$2,000, more than any other vendor. How? My attitude was the same as though there were 235,000 attendees. We have the best products on the planet.

Knowing that, I know that anyone that tries a Mia Bella is going to buy our products, and often buy a lot! This attitude is the key to our success, and can be your key to success. It all depends on how you look at it!

The design of your booth needs to be appealing and inviting to the shopper. We put the Bella Bars at the front with one bar of each fragrance open on a soap dish so people could smell and feel them. This attracted so many people, and created so many sales that we sold out of Slate & Stone, had 2 bars left of Grapefruit Lavender, had 5 bars left of Sweet Orange and Mystic Melon, and only 10 left of Juniper Breeze. We took 20 bars of each. Selling 78 bars at this show means we will take 50 of each next year.



With the Bella Bars bringing people up to our booth, the next thing they noticed was a wonderful fragrance in our booth. We had a melter going, and changed the fragrance every day. This brought them in to smell the candles. As they sniff candles we show them a partially burned candle, tell them about the Mia Bella difference, then mention that we have a candle club they can join so that they can get all these wonderful products at wholesale.

One major addition to our booth was a stand that displays the Mia Melts and votives. We got it at northerntools.com. It's a 64-bin parts rack! The votives are so colorful that we didn't have to cover the color of the bins (creme) or the gray rack. Another addition was a 36 inch steel rack that holds gift baskets on top and a supply of melters below, covered by a decorative cloth.

For our desk we used a 2'x4' Costco table, covered with a nice cloth, and added a swivel chair (ours is purple for pizzazz!).

It's easy to change the theme or season of the booth by changing the cover cloths and decorations. With minimal cost we can go from Spring to Christmas.

Everything in our booth breaks down and fits in our crewcab pickup (physical booth, 40 cases of jars, 150 dozen votives, 30 melters, 2 cases of bars, and literature). After all that stuff we also have room for luggage, snacks, educational CD's (known as AU - Automobile University educational materials, such as Uncle Bob's stuff, Kim Klaver, Tim Sales, etc), and both of us. Every single item has it's own 'puka' (an expression from the submarine service that means cubby hole or small space), so packing is done with precision so that everything fits. It's a lot of fun watching us pack the truck with a new design to see if everything fits!

This show was the "test drive" for this new design. In spite of awful weather and very low attendance, sales were good and comments were positive. We can't wait to set it up again.

Shep & Jan Kuester, WA

Alyson Otto: Over \$10,000 In Sales In 3 Months!



Okay I am finally sitting down to write you all a HUMONGOUS THANK YOU! I found out about Mia Bella's through a friend from a previous networking company. I'll be honest I so hesitate to ask what she was up to now! But I am sure glad I did!

When she mentioned 'candles', again, I so hesitated. I am not an avid candle burner, I have tons of candles, but none of them ever smelled very good, so I never burned them! So she got talking about the three ways you can make money with Mia Bella, and that intrigued me! I LOVED the idea of fundraisers! I mean, it is always the same old, over priced popcorn, wrapping paper and chocolates! Then she mentioned that you all were in Wilkes, Barre, PA. We had just moved to State College, which would only be about 2 hours away, so I got on the phone and called. I wanted to talk to someone in charge! I was connected right to one of the owners! Can you imagine? Not with the other company I was with! So Bob got on the phone and I just knew he had a heart of gold! After about 30 minutes of me asking questions, he finally said: Alyson, you're only about 2 hours away, why don't you just come on up?

So with two kiddos in tow, we made the trip. It was great. Bob gave us all a tour, even my three year old was enamored by him and Charlie! Oh yeah, can't forget Lisa. Megan still looks for her when we come to pick up an order! After meeting everyone and just having that sense of "THIS IS IT" I signed up and took home my candles and supplies.

When I got home, my husband was kinda shocked that I signed up and got all my stuff. Hey, I saw the opportunity and I took it, and boy is he ever glad I did! I made the commitment to him that if I did not make the money back that I had initially invested, that was it and I was NEVER going to get INTO anything else again, EVER! So I put my feet in action. I planned a home party here and invited the few people that I've met here. We are new to State College, from Phoenix, AZ. I had 5 gals show up and they absolutely LOVED the candles, it was so much fun they spent about an hour sitting on the couch smelling the samples! And to hear a few 'older' women cackling about 'sex on the beach' being their favorite, was definitely a highlight!

Without going into detail, I knew I was on the right track, so I started signing up for local craft shows and Christmas Bazaars! I had one EVERY weekend from September 16 to December 10! It was a BLAST! I met so many people! I was able to do a handful of fundraisers, a few parties and then I ended with an all day Open House at my home to sell my Christmas scents! Well, I just had to tell you all that in that short three months, I sold over \$10,000 worth of candles! I had people calling my house up on Christmas Eve to see if I had anymore candles! I was leaving packages on my porch for people! IT WAS FANTASTIC! One thing I did not mention was that fact that we were struggling financially! Literally we were down to our last \$100 bucks in September! With Mia Bella, I was able to pay a couple mortgage payments and we were able to have a very blessed Christmas! Now you can see why my husband is so glad I went for it! Now I am working on helping others do the same! I would love to get a group here in Centre County so we can share these amazing candles with the world!

And I also wanted to add, that McKenzie got a table at her School Craft Fair and sold the Bella Buns and made \$50 for herself to spend on Christmas gifts for her family! She was super proud! So was I! By the way, she is 6 years old!

Alyson Otto

Judie Trcka: Gotta Love Those Mia Bella's!

One of my "customers" went behind my back and bought one of "those other" gourmet candles and now she is piping mad about the result of her devious behavior. Her candle doesn't smell anymore! (it took about 20 minutes for it to "go away!")

In order to correct the situation and "feed her need" she came to me for a Sweet Orange and Chili Pepper from Mia Bella's!

My daughter, Trish has two boxes and her house always smells of "doggie!" She purchased a chili vanilli candle because one of her dog's is named Chili and places it on a shelf in the kitchen and is raving about the fact that when you walk into her home you can only smell "orangey/vanilla stuff!"

Judie Trcka, Canada

Brad Warren: It's A Wonderful Life!

10 weeks ago, this business empowered me to walk away from a 22 year career in public education and begin living my destiny as an entrepreneurial father. Now, I'm a man on a mission. My goal is to inspire others to see the greatness they possess and live their dreams through the opportunity this candle business affords.

The past six weeks have been fast and festive with the holidays, and the realism of my resignation and our dream fulfilled is still sinking in. However, during these past few weeks, I've made some incredible discoveries: My children will never again wake up in the morning and say, "I miss Daddy, when will he be home?"

My internal clock is fading and I'm enjoying sleeping past 5:00 AM only to be wakened by the pounce of little bodies ready to play.

I am invigorated everyday by talking with people who are exploring our candles business, excited about making changes in their life.

I've sported a beard, goatee, and mustache just for fun - and to remind myself to always look for positive change.

There is no difference between work and play, if you choose the right work.

I no longer get the Sunday Night Blues, frankly I no longer know what day it is!

My breath is taken away daily as I share in home schooling our children and watch their faces brighten with that ah ha moment of learning, discovering, and achieving. I've taken my children to the doctor, taken a trip, and taken a daytime nap without asking anyone for time off or permission.



As I walk through the grocery store with my family in the middle of the day, people wonder if I was fired, laid off, down sized or just a lazy guy. Imagine their faces when I

share the power of a home business.

I listen to Cats and the Cradle by Harry Chapin and no longer fear that is my destiny.

I am truly enjoying of every aspect of my life.

As we begin 2007, your adventures, dreams, and destiny are waiting. It's your chance to make the decision and get started in your business or continue the momentum you've already created.

I encourage you to make resolutions of grandeur. Forget making the vow to eat healthy, exercise, or get organized. These are all things you should be doing anyway. Dig deeper and ask yourself, "What would bring true meaning into my life?" The answers are your resolutions.

Henry David Thoreau said, "We must walk consciously only part way toward our goal, and then leap in the dark to our success." I would remind you that if you put yourself in the right place, and lean out from the edge, you will soar!

Enjoy the ride!
Brad Warren

The Distributor Motto: Be Prepared At All Times!

If you were on trial for being a Mia Bella distributor, would there be enough evidence to convict you?



1. *If you are talking to someone and she asks for a catalog for Mia Bella, what is your first thought?*

- A. "All of my stuff is at home! Oh no!"
- B. "I don't have any catalogs! I need to order some!"
- C. "I have 5 in my purse. And samples and biz cards, too!"

2. *How many scent samples/biz cards did you give out today?*

- A. 1
- B. "What scent samples?"
- C. I gave one to everyone I met today!

3. *You meet a great prospect for your biz! You need to get her name and number to follow up with her! What do you do?*

- A. Scramble around for a scrap of paper and a pen. Now where are they?
- B. "I just keep it in my head. I won't forget."
- C. You pull out your memo pad and pen from your Prospecting Kit that you keep in your purse and jot down her info and make notes.

I have a group for Home Biz moms, so I am constantly on the lookout for WAH moms! If I see someone with a bumper sticker (or whatever) for a home biz, I ask for a business card and give her mine! I am shocked at how many WAHM's are so unprepared to do business!

I always carry my Prospecting Kit. It is a clear cosmetic bag (about 4x6 inches) that has the following:

- 20 scent samples attached to biz cards (my goal is to give them all out by the end of the day!)
- 2 pens (in case one runs out of ink)
- small memo pad (3x5 - to write down info)
- 5 gift certificates (I give gift certificates [along with a sample and a biz card] in addition to a tip for waitresses, etc. They work GREAT! [You can buy some at office supply stores or you can make your own - I made my own.]
- 5 catalogs (I only give them out if I have a REALLY interested prospect and I have her name and number to follow up with - they are with my kit, but don't fit inside the bag!)
- pocket calendar (to schedule parties/shows/biz opp appointments, etc.)

Always be prepared for business!
Shay Rockhold

Katie Benson: This Company Has It All!

What an amazing company this is! I truly feel blessed. I feel the genuine care and concern for us as we try to get this started.

I can't believe how much they offer to us as far as training and all the great information and opportunities to share ideas and offer support through the conference calls and Yahoo groups! I am so impressed by the mentoring going on all around.

Usually, you sign up, you're excited, and then it's like NOW WHAT? It is overwhelming and you feel lost and then regret it and say things like "what did I just get myself into?" It certainly doesn't set you up on the right foot.

It's like learning to tie your sneakers (OK, stick with me on this one).

You get your sneakers, you're so excited because they are new. You want to tie them up so you can run in them but you don't know how, so you try to do it yourself and you can't!

You just make knots and they keep coming loose and you keep tripping on them and falling. So, you ask for help but there isn't anyone who can. So then you take those sneakers and toss 'em.

Now, you see another pair of sneakers with different types of laces and you get them - try them on - these are great -

you're excited again! Only this time the person who gave them to you shows you how to lace them up, tie them and upkeep them so they will last a long long time. It makes sense and you learn it and are great at it! YOU CAN RUN now! Wahoo! And now, you can teach others to tie their laces and run too!

Thanks to the great minds who set this all up! I feel confident that I can really do this. I feel like what's required of me to start in this business is all right there and stated clearly.

And, those automated emails are great, the Yahoo group is a fantastic resource, the conference calls - wow! I look forward to those and am actually bummed when I have a schedule conflict and can't make it to one, I don't want to miss out on good info ya know?

And of course, even though all those resources are available to me, I will and do have questions but I know that I can always ask and someone will be there to help me.

Anyway, I said all that just to say, thank you for being there Kari even though I know you have a lot going on besides little ol' me here in Oregon. And thank you for always being available to help me in my next steps so I can RUN with this!

Katie Benson, Oregon

Hometown Heroes

Hometown Hero Family

I would like to nominate a hometown hero. He is the son of a fellow Navy shipmate, LT Ritchie Blanford, USN, ret. Dear friends of many years, Ritchie and Lyn Blanford have 3 wonderful sons. I think it is absolutely remarkable that each of them is serving our country.

Each is on active duty. One as a Marine Intelligence Officer, one as an Army Chaplain, currently in Iraq, and the youngest (who was our Lew's best buddy from age 3-6) is stationed on a Navy ship as a postal clerk. Ritchie himself served our nation on active duty for 20 years then retired from the Navy and went to work the next day, doing the same thing, in the same place as a civilian at Portsmouth Naval Hospital, Virginia. He is the charge nurse of the Neurosurgery Operating Room and continues to care for so many of our finest as each day passes..

Jeremy is the oldest and the chaplain in Iraq. He is serving well, with love, and is an example of the quality individuals the young men and women serving our nation are.

Marvin Clayton Benson



When he was just eighteen years old he experienced the death of a friend, killed in Vietnam which urged his decision to enlist in the Army. He received his Jungle Survival Certification, and Helicopter training.

Private Benson, was a door-gunner on a UH1-H Huey-slick-Helicopter and carried out the responsibilities to medivac out the wounded, re-supply the frontlines and carry out the dead. The 192nd Assault Helicopter, was the support team for the 101st Airborne Division and the 75th Rangers called Charlie Company and the 79th Alpha Company. Three weeks into my Father-in-law's tour his helicopter crashed and flipped over onto its side. Because the Huey had rolled, he was able to get out the quickest and easiest. His aircraft commander ordered him out and told him to secure the area. When he realized two North Vietnamese soldiers were coming straight at them, he supplied cover-fire to protect his squad which allowed them to safely escape. My Father-in-law's squad lived to fight another day because he enlisted on behalf of a family's loss.

Thanks, Katie Benson

Cpl. Keith Williams

In October of 2001, my young son left home to become a Marine. Four years later, he returned home--an Operation Iraqi Freedom Veteran (two tours), a husband, a father, and my hero. He accomplished in four years what many will only dream of doing in a lifetime. Through him, I developed a profound respect for all those who have served and are serving.

Keith now serves as a correctional officer for the NC Dept. of Correction. He and his wife, Caroline, have one son.

January 2007: Top 10 Retailers

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Brynn Kasperski, UT 2. Jackie Williams, NE 3. Barbara Obot, TX 4. Johanna Reyes, NY 5. Nancy Putnam, MN | <ol style="list-style-type: none"> 6. Stacy DuPont, LA 7. Adrienne Fenton, BC 8. Misti M. Wells, OH 9. Kim Aguirre, ID 10. Stacy Stalsitz, PA |
|--|--|

January 2007: Top 10 Sponsors

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Lori Clark, CO 2. Jackie Ulmer, CA 3. Lori Moreno, IL 4. Deb & Brad Warren, MI 5. Kathy & Jimmy Schneider, TX | <ol style="list-style-type: none"> 6. Carol Boor, WI 7. Kellene VanDorn, KS 8. Cynthia Suchowacki, NJ 9. Jen Ouellette, NE 10. Kristy Breen, AR |
|--|--|

Last Years Top 15 Selling Jar Candles in February

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Sweet Orange & Chili Pepper 2. French Vanilla 3. Sex On The Beach 4. Hot Apple Pie 5. Angel Wings 6. Clean Cotton 7. Creme Brulee 8. Rain | <ol style="list-style-type: none"> 9. Apricot & Freesia 10. Fresh Linen 11. Coconuts & Lime 12. Lilac 13. Cucumber Melon 14. Peach & Papaya 15. Apple Cinnamon |
|---|---|

Pat Gibbs: Mia Bella Business Flourishing!



No better time then to send you my story. Today, January 6th is my birthday and I have been with Mia Bella since July 10 or there abouts. I have to admit that I was a bit scared at first. My husband Bill and I, photos attached, are both disabled, and the investment to begin was what intimidated me. What if I purchased the Fast Start Pack and I failed? How guilty would I feel that I put this expense on our credit card when I really shouldn't. But, what a wonderfully supportive husband I have. He knew that when we checked Mia Bella out this was the right company for us.

We had looked for a home based business for about a year and had investigated many companies, when I happened upon Ginger Sirois, on of all things, an online forum called Old Farmer Phil's Country Livin. Ginger had a small banner in her signature that led to her business site, it just said "Interested in working from home?" I have to say that clicking that banner that day has changed my life more then you can know.

You see, I am no longer able to work at a full time position outside the home, and my husband was drawing an insurance check from the injuries he received on his job while awaiting disability. We had only gotten married the December before and I have to admit we were not doing too well keeping the finances pulled together.

In the six months I have been with the company my little business is growing and I had just told my husband Bill that with the new year I felt that things were going to just flourish for us. January 5th I sponsored my fourth team member, and today January 6th my birthday, I received an email this evening that my 5th prospect that I have worked with for a couple of months just signed on.

Well, it has been incredible. Sales and commissions have steadily gone up and I see a bright future ahead for us. My husband bought me a bulletin board, and I plan to begin my "Board of Dreams". The first thing we are doing is catching up on some bills. The first thing on my board will be a newer vehicle and next to it will be the log home with a great room and see through fireplace that I always wanted.

Thanks Mia Bella, CEO's, Directors, my team, and all the other Distributors that have helped me when I needed help. You have all been there for me. What a great "family" you all are. A special thanks to Senior Director Deb Warren for her help in assisting me to build my new personal website. Deb has become a special person in my life and I hope to be able to get to a fling someday soon to meet her. It may not be this year, but you all keep looking, for one day soon I will be there.



Pat Gibbs

Jean Esley: Excited About Scent-Sations



My name is Jean Esley, and I am here to tell you I am excited about all the advantages that are possible with this great company!

I have been in the company almost a year now and hadn't done much. I signed up to be a front person for my grandson who was 12 but wanted to do fundraisers. But my sponsor has been working hard to light a fire under me! She said I needed to work the business for ME! I now see all that can be accomplished, so I have been out there really working this business. It still amazes me how much people love these candles. My business is a toss up between them and the Bella Bars that I have sold to the seniors I know.

I was driving home the other day and imagine my surprise when a man named Charlie called me on my cell phone saying he was from Scent-Sations! It seems I was on the retailers list and he asked me to share a little about myself with all of you. So here I am.

I am 75 years old and my goals are simple, to build my business so large that it gives me an income to supplement my fixed income, and to have enough to travel or anything I want to do. I don't want to work for someone else, I want an income that is on my terms and my schedule, and I intend to devote all of my time to Mia Bella to accomplish this.

I know that is probably very similar to how everyone feels when they are getting started from reading and enjoying newsletters and posts from other distributors across the country, and if you can't get excited after reading those, your probably asleep from your shoulders up!

They tell of their first excitement, but most of all the great backing they get from the home office personnel. That in itself is unusual, and the more I read and became familiar with the company and it's staff through the direction of my sponsor, the more impressed I have been. As I've heard her say many times, this really is a company to be proud of, and anything really is possible.

I do have a confession to make though, aside from being a 75 year old widow that was working seasonal computer work at a National Printing Company, I wasn't that excited about this business at first. It was reading about what everyone else was doing and seeing the success my sponsors were having that finally turned the light on. She had me make a list of people I knew, and then businesses, and set up a few days to go around with me to show me just how easy it is. I had no idea, and thought it was just her. I've told her many times she could sell snow to Eskimos. Now with the help of my sponsors I am turning my thinking around and my business is blooming just like that! I have a bag/purse now that she insists I take with me everywhere and it always has business cards with the little samples, catalogs, soaps, and jar candles. I'm here to tell you it works!

My sponsors are my daughter and son – in – law, Kellene & Bill VanDorn. I hope to see & meet a lot of you at the Western Regional Conference in Las Vegas. I'm going with Kellene so I can learn more now about recruiting. With her direction and what she calls lifestyling, I recruited my real estate agent as my first distributor as she was showing me houses. I can see this is where the long term income is from and I'm excited to learn all I can while in Vegas.

Keep writing those newsletter articles. I enjoy them so much, they are a great way to learn, and I'm looking forward to much more success with all of you.

Jean Esley

Distributor of the Month: Deanna Haley

My name is Deanna Haley. I live in the beautiful mountainous community of Belgrade, Montana. My husband Matt and I have four daughters (ages 16, 12, 11 and 4) and one son (age 2). I feel truly honored to have this opportunity to share with you a bit more about myself and the path that this terrific company has taken me on.

For many years prior to joining Scent-Sations, I often felt like a visitor in the lives of my children. I had worked a few different "jobs", only to eventually get burnt out by the long hours and the lack of integrity that I often saw from my employers and coworkers. I was overwhelmed by the lack of caring and negativity that surrounded me. Very few employees were happy with their jobs, yet many felt "trapped" by their need for financial security. AND, as a mother, I continually "struggled" with the guilt of not being available for my children when they needed me.

So, as you can imagine, when I began my journey with Scent-Sations in May of 2005, I was eager to begin a new chapter in my life. A chapter that has included hard work, learning, a much clearer vision for my future, financial freedom and the most important thing of all – my opportunity to work from home and share the good, the bad and the downright ugly in the lives of my children!! (Yes, folks, it has gotten ugly!) :o)

I would have never imagined that on that chilly, raining day in April of 2005 that my life would be changed simply by attending a local Kid's Festival. That is where I met my sponsor, Kari Andersen in all her grandeur! She, too, was there with her children and was eager to "lifestyle" her business. She approached me as I was just making my way for the EXIT sign. With a smile and an extended hand, she gave me a "gift" (a cotton candy scented votive candle) and said, "You look like you need a candle."

Now, I'm thinking, "Bad hair? Bad clothes? Bad vibes? How do I look like I need a candle?" (I didn't know about the Law of Attraction at that time.) I politely thanked her, turned over the candle and read the label, where it stated her name, web address and phone number. I now knew I was dealing with Kari Andersen and SHE was "making money from home". Being who I am, I said to her, "Hey, I want to make money from home!" She encouraged me to check out her website and give her a call.

I was eager to get home and check out Kari's website, which I found to be packed full of terrific information and I loved what I read! But, it wasn't the website alone that HOOKED me. That candle, as it sat on my desk, was absolutely all I could smell for days, which soon turned to weeks. Finally, my husband was over my hesitation and told me that if I didn't sign up, he would!! And, there you have it, later that evening, I was a new distributor of Mia Bella candles.

The next few months were filled with anxious anticipations I began to put together my goals for the business. I was "quietly" lifestyling my business as I left scent samples and votive candles wherever I went and my candle sales were growing as fall was approaching. And, although I had built a personal website within a week of becoming a distributor, I was not quick to "talk" about the business yet.

I believed in the product, the opportunity and my up line, I just wasn't as certain about my abilities in sales or sponsoring (all due to past experiences). I came into this business with the intention of making money while remaining home with my children. I didn't know HOW I was going to do it, I just knew that I was GOING to do it! I was truly one of those who thought, "I'll believe it when I see it". I soon discovered through some awesome coaching and training (all provided for FREE by this wonderful company) that I had it all WRONG! My mindset had to change. I set out on a personal journey to correct my thinking, my habits and my overall focus. Once I began changing these things and turned my thinking around to, "I'll SEE it when I BELIEVE it", my team and my sales began to grow. I soon found myself not only wanting to "talk" about my business, but I wanted to "shout" it out. It finally clicked for me and my intentions and commitment grew out of this passion that I was feeling.



Fast forward to November 2006 when I attended my first Fling - I was awestruck by how down-to-earth everyone was. Bob Scocozzo was eager to share with anyone who came his way and took the time to make us all feel like "family". As he shared with us his vision for the future of Scent-Sations, you could feel his genuineness and his passion for this company and the distributors. This same feeling came from every single one of the management team and leaders! And then, as I toured the factory and watched how much work is put into the entire process (of pouring, testing, handling & shipping) of these wonderful candles, it solidified my decision to be an active participant in not only the future of Scent-Sations, but MY future and the future of so many other possibility thinkers. What a positively wonderful experience that was!

Having now worked all aspects of my business through retailing, fundraising and team building, my goals and visions for 2007 are bigger than ever! Not only am I anxious to continue learning from the best, I am also thrilled to have my own terrific team that I enjoy guiding and watching as they grow and succeed in their own businesses.

Finally, the part-time job that I was working when I started with Scent-Sations 20 months ago is no longer a part of my life. My dream of being a full-time WAHM is finally coming to pass, thanks to this tremendous opportunity. It's taken almost 2 years to get here, but it has been worth every step (the baby steps AND the giant leaps). I have so enjoyed the journey that Scent-Sations has taken me on thus far. And this is JUST the beginning. Thank you Carmen, Lynn, Bobby and Charlie for sharing your visions and making it possible for all of us to do the same!

Let's ALL Make 2007 GREAT!
Deanna Haley, Montana