

Scent-Sations, Inc. Candle of the Month Newsletter

MIA BELLA NEWS

November 2006

Volume 4, Issue 11

Candle of the Month: Tahitian Spiced Vanilla

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Tahitian Spiced Vanilla: Tahitian vanilla is the generic name for the vanilla species *Tahitensis*. This variety originates from plant stock taken to Tahiti, which probably mutated in the wild. The combination of Tahitian Vanilla and gourmet spices creates a candle that your customers will love!

Scent-Sations Donates to Local SPCA

Note: We received this letter from the Luzerne County SPCA after a recent donation



Thank you so much for your very kind donation to the Basket Raffle held during our Fall Festival. The Basket Raffle was a very popular feature at this year's event, garnering lots of attention from those attending the Festival and raising some much-needed funds for our shelter.

Everyone at the Luzerne County SPCA is so grateful for your help. We all send you our most heartfelt thanks for having a heart for animals in need.

Sincerely

Lisa Devlin, Fall Festival Chair

Vince Sweeney, Executive Director, SPCA

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Fall Fling 2006: Highlights & Overview

Fall Fling 2006 was a HIT! Everyone said it was the best fling to date! On Thursday, the Director/Sr Director Team was treated to a spa day at Essentials spa at the Woodlands Resort and were then shuttled to the Country Club for a private dinner.

On Friday the event kicked off in high gear with rank pins given to Cathy Mahady for Double Diamond and Kelly and Curt Wissink for Triple Diamond, followed by Kathy Schneider who received her Director Plaque and Rank Pin.

Next came Deb, Brad, Sophia and Oliver Warren who received their Senior Director Plaque and Rank Pins.

Scent-Sations introduced a new position in the Director Family. Jackie Ulmer is the first distributor to reach Platinum Director. Bobby gave her the Platinum award which consisted of a set of Platinum Coins. Only 4000 are minted each year. All Platinum Directors will receive the Platinum Coins each year they are eligible for that coveted position!

Kari Andersen received the 2006 Team Player Award and Dave Lewis was given a special recognition award (Master Fundraiser) for his giving spirit and for his desire to help so many people. Dave has sponsored over 200 fundraisers since becoming a Scent-Sations Distributor. He does this in his spare time as he has a full time job and coaches many sports!

Scent-Sations' newest Platinum Director, Jackie Ulmer was also presented with the 2006 Leadership Award!

At that point Charlie and Bobby introduced the new Distributor of the Year Special Gold Pins to all previous Distributors of the year: Shep and Jan Kuester, Lise and John MacFadden and Jackie Ulmer.

Then the 2006 Distributor of the Year was announced and once again the family team of Deb, Brad, Sophia and Oliver Warren were given their second plaque of the day! Both Sophia and Oliver wanted to say a few words to the crowd and Sophia really wowed everyone with a motivational poem that "rocked" the auditorium!

First Regional Event of 2007: January In Las Vegas

Make plans to attend the Western Regional Conference in Las Vegas on January 26th and 27th. Many of the distributors and leaders are planning to come in Thursday and have some time together on Friday before the event starts.

CEO Bobby Scocozzo, VP Charlie Umphred and Mad Scientist/Master Candle Maker Carmen Milazzo will attend from corporate, along with a large group of Directors and fabulous speakers.

Now is the time to begin asking the "who do you know?" question. Who do you know in and around the Las Vegas area? We will have a Business Briefing and Get Your Business off to a Fast Start Training on Friday. More to come on how to prepare and build for these regional events. Go back through old leads and see who is in Las Vegas and surrounding areas.

Other Regional Events are in the works and details will follow!

2007 is going to ROCK! Are you going to help Rock It?

Jackie Ulmer: Reflections On Platinum & Fall Fling



It's been a whirlwind experience since that March day in 2003 when I sat out in the sun in my deck chair, soaking up rays and trying to decide if a business with Scent-Sations was going to be a fit for me. I had been in network marketing for 9 years, and although I had experienced success, I was disgruntled and ready for a change.

I was looking for something that was unique, solid and NO HYPE. Geez, I was sick of all the hype.

Poor Charlie. I must have asked too many questions because he finally put me on with Bobby, so I could pick his brain. Actually, it was an act of genius because between the two, they are the perfect business marriage. They double teamed me!

Charlie is the researcher, the analytical and had influenced me years before with his integrity and commitment to the industry. Bobby shared his incredible vision for where he felt this company could and would go, and the rest, as they say, is history. I caught the vision Bobby shared and believed in Charlie's research.

I hung up the phone and my head was spinning. I made a list of pros and cons.

"I'm a network marketer, not a party plan person."

"How can I build a successful business with a party plan company? I don't even go to home parties."

"How could I use the Internet to build a party plan business?"

The reality is the only negatives I could come up with involved me. I decided I had nothing to lose and faxed in my application with an order for the Candle of the Month and 3 cases of jars. I didn't tell my husband. I figured I would check out the product, make some decisions and if I decided it wasn't for me, all of our family and friends would be getting candles as gifts for awhile.

It was a no-brainer – I couldn't lose.

Once the product came in, I was sold. I rolled up my sleeves, informed my husband that I was making a change and went to work. I spent the next 6 months dabbling with the business. I kept my foot in the door at my nutritional company and even attended their company convention. It was bland, full of hype and boring talk about medical conditions.

In November, I experienced a life changing event and my path became clear. I made the decision that the "warm, fuzzy" candle business was for me. I made the decision to put on my blinders, put my nose to the grindstone for one

full year and get to work. I had 65 people in my organization. Little did I know what a strong foundation had already been laid.

One year later, the team had grown tremendously and my paycheck was growing right along with it. We had hosted our first "Spring Fling" and I was confident in the management team, the product and my decision. There was no looking back.

Today, we are standing on the edge, and momentum is looming large. We have something special that is unequaled anywhere. We have a company built on integrity, relationships, and FUN!

We've come miles and miles since that first Web site, no online sign up, Bella Bars, or any products but jars and votives. We've come a long way since that early building with Charlie's office upstairs, where I was sure I would fall through what seemed to be a very flimsy plywood floor, and no guard rail on the stairs. We even lived through the second Fling when the ceiling came tumbling down in the meeting room and we were nearly flooded out.

It has been nothing but a pleasure to climb through the compensation plan and promotional ranks at Scent-Sations. It feels nothing like the type of work I experienced with other companies. Every day is truly a joy as I am able to introduce the products, but more importantly, the hope that goes along with the business opportunity. I spring out of bed each day, ready to go and offer someone else the hope that goes along with this business.

This fling was unique, like no other we have had. There was a vibe that almost rang in my ears. I couldn't shake the butterflies and it had nothing to do with being nervous. It has everything to do with the anticipation, excitement and knowing of what is right around the corner.

2007 will bring many more upper level promotions, larger paychecks and life changes for those who are willing to grab hold and ride the wave of momentum. When one combines the company and management, products, simplicity, and tremendous compensation plan, it is a recipe for success.

Each one of us has the opportunity to help drive the direction and momentum of this company. What is the legacy you want to leave?

Someone told me once that success in network marketing is about planting a seed that grows into a tree that gives shade to people you will never know.

How many trees will you plant?

EXPECT Success!
Jackie Ulmer – Platinum Director

Kim Cook: Notes From A Fling Newbie

Having been involved with other home based businesses in the past, I knew “exactly” what to expect at our Fling. Big fireworks on a stage a half mile away, singing and dancing by company leaders, free stuff, so much sweet sappiness it felt like I have been immersed in a vat of molasses. Yep – I knew what to expect but heck I’ll travel anywhere for any reason so I was willing to sacrifice.

As I prepared to begin my Fling journey, I took a deep breath and walked into the hotel. Right there, less than 3 feet away was Bobby Scocozzo talking to my friends and mentors, Kathy Schneider and Cathy Mahady. This threw me a bit as our Fling was not set to start until the next day! As he said a friendly “hello” I whipped around to make sure he wasn’t talking to someone else. Nope, he was talking to me – a fluke certainly. But as we spoke he recalled recently giving a tour to one of my team members “and her UPS husband.” Had someone snuck him some notes? How could he remember this? Isn’t he helping to run this company? Hmmm....

As we opened the conference the next morning, I heard of a new promotion level, hints of other fun perks in the coming years and watched as top leaders achieved milestones but credited their teams. Not once did I hear a boastful comment of solo achievement – this was about teams – about multiple milestones within teams. About journeys. About dreams. Okay, that’s pretty cool, but surely they couldn’t really mean it.

I heard from leaders about business topics. About personal growth topics. About personal victories and was inspired by their knowledge, their courage, their focus. We learned from them and about them. Did you know Bob Schmitz is an accomplished artist?

When Brad Warren came up to speak about a View from the Edge, I had serious concerns that he had spoken with my husband, Paul, about my mental health. After all, I do work almost FT, have an active daughter, have a growing business, family life, pets, laundry, etc. Bracing for exposure, I was determined to listen and hold my head high. Fortunately, Brad and Paul never connected and my mental

health is still unknown.

Wait...oh never mind. But Brad did tell me the Edge is the place to be! That’s where “effortless high performance”

exists and where I can ride the thermals. I say bring it on – sounds like fun.



Man, something was wrong. All these people seemed so REAL! We learned about tools to use, setting goals, taxes, how to make money. And how to believe in ourselves. We learned about fundraisers, our Web sites, our mindsets and building champions. And we learned of journeys – ours and others. We didn’t just hear about the “whys” of Cathy Mahady and Deanna Haley, we felt it with them. Along with the others who bravely stood up and shared their journey.

And we had FUN! We learned, we sang, we danced, we ate, we talked and we laughed. And there was no sappy sweetness. Just like our candles, the communication was natural and refreshing. I was introduced to everyone from the owners to the warehouse professionals, not because it looks good but because everyone is valued and appreciated – and it shows.

Finally, I was offered a tour of Scent-Sations by Charlie. Not because I begged, not because I am going to be a Platinum Director someday – just because. How cool is that?

So, was it worth the journey? Absolutely! Will I be there next summer? Absolutely! Do I hope everyone comes to the next Fling? Absolutely – the more the merrier.

Oh wait! I almost forgot to tell about the Saturday night social! It was so funny when... oh yeah...what happens in Wilkes-Barre stays in Wilkes-Barre. See you next Fling!

Kim Cook
Diamond Distributor

Wissink Girls: A View From The Fling



Beka, age 9 - "The best thing about Fling was swimming in the great pool. I loved listening to my mom and dad speak. I learned that you have to Dare to Dream. You have to follow your dreams by becoming what you want to be. I want to be a vet, an artist, a writer and a gym star. I can do them all! Other people should come because they will learn from others how to follow your dreams!"

Bethany, age 7 - "I loved swimming in the pool! I learned that you can face the fear and the fear will lose! People should come because if you can dream, you can believe and if you believe, you can achieve anything!"

Wishing you a day filled with joy, peace, fun and success!
Kelly Wissink

The Warren Family: Distributors of The Year

Have you ever wondered what it was like when Bob, Charlie, Carmen, and Lynn first began to create the vision of Scent-Sations?

While driving back to Michigan from the Fall Fling, we began to ponder the thoughts and actions of Bob and Charlie when they started creating the remarkable vision for Scent Sations. We pictured them on their cell phones with Carmen and Lynn while opening boxes of jar candles in Charlie's basement, the warehouse for the mighty Mia Bella at that time. Charlie is wading through an explosion of packing peanuts desperately searching for his cassette player to fill the room with ABBA music. Bob is taming the butterflies in his stomach as he knows he's onto something life changing. Together, they are huddled in deep conversation, sketching plans, and setting goals with unwavering belief in the vision they were about to share with the world.

What's so amazing is that Bob and Charlie didn't know us, our family, or our story at that time, and yet they were creating this vision, this opportunity just for us. Most likely, they didn't know you. Yet, they created this vision just for you.

You see, Bob and Charlie knew that everyone has a dream, and as dreamers, we need our encouragers - people who will challenge our thoughts and ask, "Why not you?", people who carry the image of our potential and belief in the people we can become.

Bob and Charlie, Lynn and Carmen, are our encouragers. They offer a vision of hope, a solution, a better way of life. Each Fling, they boldly express this mission, Dare to Dream. Three simple words, yet three powerful words when put into action.

Each Fling they reach out inviting us to run with

them, jump
with them,
skip with
them, and
Dare to
Dream with
them. The
stories and
testimonials
at this Fall
Fling were
incredible
and inspiring.

Each person shared a journey of courage, self discovery, and a desire to be the best they can be for the world. These people are heroes who Dare to Dream.

We were honored to receive the Distributor of the Year award this year. This recognition exemplifies the vision created by four people and a candle. It's a symbol of how powerful your mind and actions can be when you Dare to Dream. We dedicate and share this milestone with you, our family of dreamers and encouragers. We are traveling this journey together.

Let nothing hold you back from exploring your deepest dream. Free yourself from fear, self doubt, procrastination, and critics. Open your mind and heart to the beauty and possibilities of your dream. Be in hot pursuit of your dream everyday with passion, faith, and purpose.

Dare to Dream, because only by dreaming will you ever discover who you are and who you can be.

Brad, Deb, Sophia, and Oliver Warren
Senior Directors



Barb Blair: On Fire With Home Parties & Newspaper Ads

I held my own personal home show on 10/07/06, hoping to make between \$400 to \$500 dollars in sales. I also wanted to book at least one home party.

I topped all of my goals! I sold over \$700 in Mia Bella's Candles, booked two parties, a fundraiser and raffle!

Within the past 12 days I enrolled two great new ladies onto my team with at least five more ready to come on board! They answered a \$6 ad I place in my small town paper that goes out weekly!

Barb Blair

Kate Munger: Hand wash "For The Dogs?"



I have been a strong supporter of the hand wash for some time now, but something happened last night that has made me see that I can not afford to NOT have it on

hand at all times!

To make a long story almost short, my mother in-law, sister in-law, myself and my three kids went into Cleveland to see the circus!

When we returned to my house at almost midnight I was in for a HUGE shock. My husband had left our Black Lab outside since around 8 p.m. when he left for work. When I pulled up at midnight, four hours later, my dog lost his mind with joy and ran up the driveway next to my van barking his head off.

When I put the van in park and opened the door, the aroma of skunk hit me....hard...my son who was in the third row of seats behind me wailed ewww what is that SMELL? I was horrified! Now I had to figure out what to do when....so, I took my kids in and got them off to bed, fought tears, and prepped my bathroom for what I was about to do....

As I was preparing the bathroom I had another realization...I only have a 1/4 of an inch of his deodorant soap left....that is not nearly enough to wash an 85 pound dog who hasn't been sprayed by Pepe LePew, let alone one who has!

I was eying the kids shampoo when all of a sudden I remembered reading a few months ago someone on one of our yahoo groups saying that they had used the hand wash in a similar situation, so I figured what did I have to loose!

Well, I did it....and he only has a really faint scent of skunk but you have to literally bury your face in his coat to smell it!

So, with God as my witness, I will never be without the Mia Bella Sweet Orange and Chili Pepper Hand Wash again!

Not only does it make my five year old WANT to wash his hands, take away fish scents from your hands, and smell good....it takes stinky skunk odors away from a big, sweet, Dumb dog!

Kate Munger, Ashtabula, OH

Team Leaders: Meeting In The Rain!

For those of you that don't know, Shep and Jan Kuester were the very first distributors with Scent-Sations. They were actually selling the candles long before it became a network marketing company, but they were FIRST!

Just recently Shep and Jan were promoted to Senior Directors in the company and I emailed them to say my congrats. Shep emailed me back and informed me that Jan was going to be in Montana if I wanted to visit her. So I emailed her right away and found out the details.

She was going to be in Dillon, MT which is only 2 hours away from us. I said we were absolutely coming to see her!

Why? You may ask.

Well, a few Saturdays ago, Shep and Jan were on a training call talking about selling candles at booths. One thing they said really stuck out..."After we tried one candle, we knew we had to be a part of this." (Not exact words but the essence of what they said.)

I WANTED TO KNOW WHAT THEY SAW AND WHY THEY FELT SO STRONGLY ABOUT THIS CANDLE OPPORTUNITY EVEN BEFORE THE COMPANY WAS OFFICIALLY FORMED!

My husband wanted to know, too, so we loaded up the family after church and headed for Dillon, Montana yesterday.

We met Jan at a diner called Sparky's Garage... great food and atmosphere! We visited for a couple hours and listened to her tell the story of finding the candles and how Shep set up his first candle booth and was attacked by crazy women fighting over the candles.

We heard how Shep met Charlie online (in fact it was the same marketing forum where Jackie and Charlie met!) and how he went through 3 keyboards pounding out emails to Charlie and Bobby when they were setting up the Network Marketing company of Scent-Sations, Inc. (He only knows how to type with a couple fingers and he just pounds the heck out of the keys when he types!)

After lunch, Jan wanted to show us a historical site in Dillon called Clark's Lookout. It was the place that William Clark from the famous Lewis

and Clark stood. So she and I were in one car and Collin and the kids were in the van following.

We got hopelessly lost and we had to stop for directions. Of course, I handed the guy who helped us a business card and scent sample!



We finally found the Lookout and it was pouring rain by then but it was so cool and we just laughed our heads off because it was such a fun adventure. Here is the picture of us there!

It was a wonderful visit and worth the drive. We talked about all that we learned and observed all the way home!

If you ever get a chance to sit down and talk with the people who were first in this company, do it!

They saw something in our products and company and risked so much to make it happen. Your belief will grow and so will your relationships with some really awesome people!

Thanks, Jan, for taking the time to hang out with us yesterday and share your heart!

**Kari Andersen and Collin, Arie, Chana and Emma!
Montana**

Jen Burnham: Your Performance Review

This is a VOLUNTEER business. NO one is forcing you to be here nor is anyone forcing you to work your hardest. You can't get fired, and you can't suck up to any "boss". So, think about this for a minute.

What was your most favorite regular J.O.B.? Think about that – and then answer these questions:

What type of training did you receive? Was it "voluntary" or was it required?

How did you learn most of what you did? A mentor? Or was it on the job "hands on" training?

What were your rewards for working hard? Raises? Bonuses? A fruit basket?

What were your "punishments" for not putting in 100%? Dock in pay? Demotion? Pink slip?

Now – lets extrapolate them into your new business.

What type of training did you receive? Well – let's see. There is the Partnership Agreement (which, if you have not yet filled that out DO IT NOW and get it back to your sponsor ASAP. How else are they going to help you if they have no idea WHAT you're goals are?).

Then there is the Roadmap to Success. (Ditto on that – if you and your sponsor haven't yet done that, why not? Get hoppin!). There is your back office message board for training and updates! Then there are the training calls that are done LIVE and then are RECORDED for your convenience. Are you taking advantage of them? You would if your BOSS told you to get on them or you were FIRED – right?

How did you learn most of what you did? You have a fantastic sponsor and upline in your team. The leaders and role models here are absolutely TOP NOTCH. You can definitely find someone who you relate with (even if it's not your sponsor or upline – maybe it is another team partner that you connect with) and model

their behavior and actions. You are learning in the way that most companies favor – hands on. Do it and learn as you go. Yes, mistakes will be made – but you will learn FAST not to make them again. You have a sponsor, upline, crossline, and a Headquarters FULL of wonderful people to "show you" how to work this business. USE THEM.

What were your rewards for working hard? I plan on RETIRING completely from working ANY type of 9-5 job when I am 39 and hubby is out of the Military. I will work hard and watch my commission check rise from \$4 to \$400 to \$4000 to \$40000 per MONTH. I will work hard and DOUBLE my income every 6 months. Where else on EARTH can you do that?

What were your "punishments" for not putting in 100%? No one is going to fire you here. You will just have to live with the fact that you didn't DO. As Yoda says – DO or do NOT, there is no TRY. You CAN do – you just have to DO.

So – thinking of all of this. **If you were YOUR boss in the Scent Sations "company" - take a moment and write your performance review.** Seriously. Do it now.

Jennifer Burnham
Diamond Team Leader

John MacFadden: Are You An Employee Or Business Owner?

As business owners, first and foremost your mission is to creatively and productively solve any problem you may come up with. For example, one of our reps received a broken jar in a case of candles awhile ago. Typical people would just complain to their friends and family and then call the company in a bad frame of mind and abuse one of the staff over the phone. This particular BUSINESS OWNER simply realized that accidents happen in transit and possibly on the shipping floor at home office. No big deal. First, she called the office and in a polite and professional manner told the representative (note that she didn't call or email Bobby or Charlie right? ;-) there was a broken shipment and to send her a replacement candle, then she contacted UPS (HERSELF) to let them know about the damaged shipment. Next, she came up with a very creative AND productive solution. She just took a hammer... and lightly tapped away the broken glass (like peeling the shell off a hard boiled egg) so that the candle remained mostly in tact and then she placed it into another container that she could enjoy the wonderful scents and the pleasure of burning the candle for herself. I have also heard of others who simply used the damaged product to shave into scent samples. Don't waste any opportunities to further your business. Sometimes it is the smallest things that produce the biggest results.

So your first step as a rep should be to familiarize yourself with policies and procedures. You don't have to email head office for a copy of them since they are in your back office on the Candle of the Month (COTM) and Associate applications (called TERMS & CONDITIONS ... same as Policies and Procedures)

Step two would be to familiarize yourself with the products. If you are new and just received your first COTM... take out the products AND USE THEM. Don't wait until you have burned every one of your old sooty candles you own. Burn the 16 oz jar RIGHT NOW! Next time you have a shower or bath...USE YOUR BELLA BAR. Don't wait until every last scrap of your old bars is used up. DO IT NOW!

As a Business Owner you should understand that there is a possibility that you will get a candle fragrance that you don't like (personally, I don't like the Roasted Chestnuts smell... but yet I have customers who are crazy about it!) but this doesn't mean that all our candles won't appeal to you. Over the months since we introduced our Bella Bars we have sold HUNDREDS OF THOUSANDS of Bella Bars and to my knowledge, we just had our first two complaints...of the soap leaving a film on their skin... however that could be as a result of the type of water softener system they have as I have never personally had this happen at home OR in hotels since our Bella Bars are the ONLY SOAP to touch my skin or hair now... I don't even use shampoo anymore, just the Bella Bar soap is enough to clean my hair (and yes, I still have plenty of hair in case you were wondering how bald this guy must be). In no way does this mean our bars aren't great....

As I said, it could be a water issue (very likely since BOTH of these complaints came from the same area) or particular skin types. I don't know and perhaps there are medical reasons. It is always a possibility that someone somewhere will not like our products or have a negative

experience with them. There are people who actually HATE McDonald's food. So, they don't go there. But last time I checked, several BILLION people have been to McDonald's for one of their less than stellar hamburgers.

As a BUSINESS OWNER you try your best to serve the masses and simply wish the best to the people who tried your product and find it doesn't suit them. Thank them for trying your products, refund them their money (if applicable) and ask them if they mind if you keep in touch about any new products just in case you find something they DO like. This brings me to the question of refunds.

YOU are the business owner. YOU decide if a customer qualifies for a refund or not. "I don't like the color of the Baby Powder" probably doesn't qualify for a refund if you ask them if they like the smell and they say "YES!". Just tell them that the company chose Baby Pink because that is the color most associated with little babies... soft pink skin on little babies... I know they sometimes would like baby blue for boys... but we can't carry every color in just one fragrance. If they dislike the color that much then put the candle in a place that will allow the fragrance to fill the room but won't be an eyesore because of the color... keeping safety first and foremost.

YOU give the customer their money back if you should so decide. The customer bought the product from YOU the business owner.

Lise and I always tell our customers there is a 100% MONEY BACK GUARANTEE on all products.

PLEASE NOTE: This is OUR PERSONAL GUARANTEE and WE are the ones who would be giving the money back. This instills confidence in our customers and is the professional thing to do. I know from many years of owning a business that it is far less expensive to give a customer a few dollars back than to have an unhappy customer telling their friends and family how I didn't treat them right.

SO FAR TO DATE: After nearly 3 years we have not had a single refund to issue to our customers and we have sold many thousands of dollars of product.

Reps, as BUSINESS OWNERS can not get refunds for product that is over 30 days old because first of all you should be ordering your product as you are selling to your customers (or you anticipate sales being made at a party or show in the next 30 days). In the case of personal use of our products, YOU, the BUSINESS OWNER should be using all the products as soon as you can and if you find you have a problem with a product being DEFECTIVE contact head office and tell them the situation, then they will tell you whether or not this qualifies for a refund. Remember, refunds are only with DEFECTIVE PRODUCT... not liking a fragrance is not enough to warrant a refund. You may find a customer who absolutely LOVES the fragrance you hate... sell it to them.

PLEASE NOTE: You are NOT ALLOWED to simply ship product back to the company.

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[John MacFadden from p.10]

You must first obtain a Registered Return Number from a representative at head office (not Charlie or Bobby).

MOST IMPORTANT of all.... as a BUSINESS OWNER you should OPEN THE DOORS for business EVERYDAY! Everyday, do SOMETHING to move YOUR business forward. Hand out your business cards with Scent Samples and CDs if you have them.... and you should! Don't be a secret agent.

If the police were to raid your house right now, would they find enough evidence to convict you of being a Mia Bella Representative? If the answer is no, then you are a secret agent and not really serious about building your business. If you want to make serious money, you have to get serious. It really is that simple.

Here's an idea. Make it a goal of yours to hand out 10 business cards with scent samples (and presentation CD only to those who seem really sharp and/or interested - you never know who will join you or pass it on to someone else who will join you) every week at least - or perhaps you are serious enough to do 10 a day. We will make it a commitment to hand ours out especially on our road trips (we live in a town of 200 people and already have a number of distributors here and many customers). Imagine what a simple act like this could do for YOUR business.

One more thing to remember.... it is YOUR BUSINESS... but when you bring on a new business partner it is THEIR BUSINESS. Give them guidance and coaching either personally or through the many conference calls and online presentations, but respect that it is THEIR BUSINESS. Give them the same sense of pride in Business Ownership that YOU have and they will do fine. YOUR business will do much better when you focus on helping your business partners build THEIR BUSINESS.... and that's what the business is all about.

I hope you found this information useful. Remember, Scent-Sations always has your best interests at heart because they realize if you are able to grow your business then theirs grows automatically. We are all in this TOGETHER and we are ALL family.

John MacFadden

Jackie Ulmer: Million Dollar Franchise Or Home Business?

Before we started in Network Marketing, my husband and I seriously considered franchising as the option that might provide what we were looking for in terms of securing our retirement and finances outside of the airline industry.

At that time, we were not even SORT OF open to looking at network marketing. (Keep this in mind when someone tells you no!) We even visited about 3 different franchise headquarters around the country. A few things were always a deterrent to actually jumping in -

1. Cost of Getting Started
2. Amount of investment needed to sustain while in growth mode
3. Time requirement, given that we had not yet started a family

We recently stopped in a coffee shop in Orange County and I noticed a brochure promoting franchising opportunities so I picked it up. We read over it and laughed at what was required VS. what has been required of us to build a network marketing business to a level that essentially offers much more in terms of both income and free time.

Here is what the brochure listed, with my network marketing comparisons listed in parenthesis-

Own Your Own Franchise

- Single or Multiple Stores (wow, I have thousands of "stores" with my networking business)
- Proven Business System (same with Network Marketing)
- High Repeat Customer Base (we have thousands of repeat customers monthly)
- Fun & Friendly Environment (What is more fun than candles from home)
- Established Company (Established and getting better)
- Extensive Training (Can't beat our training and support)

We Help You Get Started

- Site Selection (That was easy, my home!)
- Lease Negotiations (Well, you may have to jockey for space with your spouse!)
- Store Layout and Design (Taken care of)
- Inventory and Equipment Procurement (stop with the big words...we have online ordering)
- Customer Service Training (What is your favorite candle fragrance?)
- Marketing and Advertising (We got that, Jim!)
- Ongoing Support (Same here!)

Ownership Qualifications

- Minimum Net Worth of \$400k (Have a credit card with room on it, you are qualified!)
- Liquid Assets of at least \$125k (we want to help you ACHIEVE this!)
- Strong management, social skills (these will help, and can be learned!)
- Estimated Initial Investment - ranges from \$241,500 to \$440,000.

Whoa! For \$399.90, you can be in profit immediately!

Q. HOW MUCH IS THE FRANCHISE FEE?

A. The franchise fee is Thirty-six thousand (\$36,000) dollars.

Q. WHAT IS THE TERM OF THE FRANCHISE AGREEMENT?

A. The term of the franchise agreement is ten (10) years. Okay, so what would you rather do? Invest \$399.90 initially along with some ongoing advertising and misc dollars and be in profit VERY quickly, or invest anywhere from 1/4 to 1/2 million dollars and not be in profit for a few years and be committed for 10 years? I'm thinking that might GET YOU committed...to the loony bin!

So, what is YOUR choice?

Jackie Ulmer

Bob & Sharon Umphred: How We Became Involved With Scent-Sations

Despite our “concerns” about network marketing we did eventually get involved in one in 1990. The product line was incredible skin care products which we fell in love with. Getting others to “listen” to the opportunity presentation and switch over to those products was a huge effort for us.

We did start to build an organization, attended meetings, drove hours for hotel training sessions, all of the things that we were supposed to do. We started to make money, but with the both of us holding down full time jobs and raising a family, the effort just didn't seem to be worth it for us. We made a promise to each other to stay clear of network marketing opportunities from that point on.

It's safe to say our promise didn't last for ever. Sharon and I are now involved with Scent-Sations, and this is our story about how we came to join Scent-Sations, and came to love Mia Bella's, the best candles that money can buy !

My 16 year old son and I are avid race fans, and for the past 4 years, we have been going to PA to watch the Pocono 500 in June. When we go up to PA, we always leave a few days early, so we can spend time with the family. After all, my father's whole family is from Wilkes-Barre, and most are still in that area. We insure that we always have one day where the family gets together for a BBQ.

About 3-4 years ago, while were up there for the races, cousin Charlie gave us a Scented candle...he explained it was a new product he was marketing. We didn't think much of it. We went home, used the candle and loved it. Next year, the process was repeated.

This past Memorial weekend we went to Charlie's new house for a BBQ. As always, Charlie had candles on hand, and gave us a few. He also invited a group of us to tour the corporate headquarters and factory, which was not too far from his house..

We were all very impressed. This was not just some small little candle business that my entrepreneur cousin was in, this was a BIG thing!

After returning home, I kept thinking about cousin Charlie's candle company. I reviewed the Web site, and read some literature. Charlie never said a word about “doing the business”. In fact, he never said anything about the business, just offered us some candles. I had to find out about this great business on my own! I guess he was just planting the seeds. After all, everyone that smells a Mia Bella, wants a Mia Bella.

I then called Charlie a few times, asked him about the business, had questions about how this is different and how the compensation plan worked. After about a week, I signed up for the COTM, and was looking forward to starting this business.

Once we signed up, it took us a while to get started. We read all of the information we could get our hands on, we listened to calls, and attended training in Philly.

We had our first event, with an expected attendance of

20,000 people. Sharon was very nervous, however, my feeling was “hey, we'll just go there and sell candles. What happens,

happens.”. The fair was a success.

Beautiful sunny weekend, and we had lots of positive responses. I wish I had a hidden video tape to watch all of the people go “Oh, smell this one, Oh wow, smell that one, etc.etc.etc.”



Age didn't matter, kids 7 years old, people in the 20's, even an elderly woman who saw Sex on the Beach and said to her friend, “This is the only way I'm going to get any of that now”. It was great. We sold some candles, talked to people about parties, and made some money.

However, the best part was still to come. We arrived home tired that night, and when I logged onto the computer, there was a voice mail already. “Hi, this is Nancy. I saw you at the fair today, and I want to be my own boss, and work from home”. WOW, it works, and to think, I didn't even give her an opportunity brochure or the CD! This lady didn't even burn her first candle yet. She called from her car, after looking at the PRODUCT brochure, and knew she wanted to make money!

A few days later, we get a call from “Dan”. He was at the fair, purchased 2 candles, and wanted more. He ordered EIGHT more, right there over the phone, and of the 8, he didn't even smell 4 of the scents that he ordered yet!

Three weeks after the fair, we had to go back to Nancy's house. Yes, she's still interested in the business, and so is her husband. HE now wants to do this business and asked that we educate him on this. We were excited, and as he went through dozens of scents from our Sample Bag, he got more and more excited. He could not believe how real the scents smelled. And, the icing on the cake is that when we got home from Nancy's house, we had another voice mail. It was from Dan again. “Hi Sharon, this is Dan. I purchased candles from you. I've watched the CD that you gave me, and I want to become a COTM member, and possibly a distributor later on”. Wow, are we pumped, and the timing is right. In 3 days we're doing a fall festival with an estimated attendance of 150,000 – 200,000 people. We're looking to make at least ½ of them Mia Bella customers (OK, maybe not half).

So, Thank You Charlie for sneaking those Mia Bella candles into our house. We might have been slow to take the bait, but we're hooked now. We're hoping to make Diamond before the Fall Fling, and have our eyes on Double Diamond. Unlike that first MLM experience, with Mia Bella's people are coming up to us, ASKING us to do parties for them, ASKING us to buy more product, ASKING us to sign up so that they can make extra money. We're confident that we made the right decision, and we've moving ahead !

-Bob and Sharon Umphred

Gail Wahl: Great Holiday Home Party Tips

Last year I had a very successful party where I spent little and my return was great. Because we are nearing the Holiday Open House time I thought I'd share some of my ideas with everyone.

1. Create an invitation that highlights Making their Christmas Simple

- Encourage them to bring their Christmas lists
- Advertise 5% discount for those that attend the Open House
- Bring a friend and receive a FREE door prize (a votive)

2. Provide Samples of what you can provide them. You demonstrate one of each item instead of purchasing a bunch of things ahead of time. Some of the samples I had on hand last year were:

- Black tins with Bella Bun, wrapped in Tulle, tied with raffia and a piece of Christmas floral
- Ceramic bowl (from Ross) with Coffee mug, small packet of tea/coffee, Gingerbread jar candle
- Silk bag with Jar candle in it
- Gold metal box with Pillar Candle in it, tied with beautiful metallic ribbon
- Stocking with Bella Bar/Wood Soap Holder/Votive/Votive Holder/Scrunchie
- Jar candle with Jar candle wreath (wreath made from Christmas vine from Michaels - makes three)

I got most of this stuff on sale at Ross/Michaels/Dollar Store. I then created an order form (No, I don't have it any more. When my computer crashed, that went with it.) On the order form I allowed them to select the type of candle, type of basket/holder, and accessory. I then had space for them to put what they wanted in a container and I delivered it too them that way, OR, they purchased the items and created their own basket.

This type of party was a HUGE hit. It truly made Christmas simple for them.

I also did up some fall baskets to give away at Thanksgiving as hostess gifts. These went over well too.

P.S. Give them ideas of how they can use these gifts; teachers, neighbors, hostesses, sisters, grandmas, etc. The more ideas you can give them the more they are apt to buy. But the key is to get them to ORDER, not walk away with.

Hope you find this helpful. Have fun!

Gail Wahl
Colorado Springs, CO

Texans: Retailing Mia Bella's In A Big Way!



Clo and I are both in our 70's and are focused strictly on retail. We aren't interested in fundraising and don't sponsor new distributors unless they come to us personally and request to be sponsored. We want them to live locally in the Houston area so we can offer personal assistance if desired.

We started about one year ago in an outdoor flea market selling soy candles. We weren't happy with the companies we were working with so I stumbled across Cathy Mahady's Web site by accident looking for an alternative. We started selling Mia Bella in the outdoor flea market in November 2005 phasing in Mia Bella and discounting our soy inventory for clearance. We were having to move our complete inventory each day, setup and tear down at end of day. This combined with adverse weather became difficult.

We had the opportunity to get in on the ground floor of a new, indoor market place mall on Aug. 4, 2006. This gave us the opportunity to stock every candle-related item the company produces and offer them to the public 4 days per week. There are 6-7 booths with homemade paraffin, home made soy and commercial soy like Circle E. We are the only Mia Bella booth and have felt very little competition from other candle booths.

Bill & Clo Haney, Texas

Pete Canavan: The Library Of A Double Diamond

How much time and money are you willing to commit to your future success? Some people spend \$20-\$40,000/yr for a 4 or 6 year college education and degree in an area of expertise. That's between \$80,000 and \$240,000 on average depending upon the career you choose. Don't you think it's worth \$5 or \$10 on a book or two to read about your chosen career path from someone who has already succeeded? I certainly hope so! You don't have to spend tens of thousands of dollars before you succeed in network marketing – BUT YOU WILL IF YOU DON'T LEARN THE RIGHT WAY FIRST!

Don't re-invent the wheel – if your company has systems in place that work, then by all means use them! That doesn't mean you can't try other things – but stick with what works first before changing.

That said, this “top 10” list contains some incredible reading materials from some of the greatest leaders and successful business men and women of the last 100 years – get ready to dig in to this wealth of knowledge!

1. Who Stole the American Dream? by Burke Hedges

This is the book your boss doesn't want you to read!

2. The Greatest Opportunity In The History Of The World by John Kalench

Learn how to be truly free and no longer "trapped" by being dependent on someone or something other than yourself

3. Your First Year In Network Marketing by Mark Yarnell and Rene Reid Yarnell

This book is what every new distributor needs! Learn how to overcome your fears, experience success, and live your dreams!

4. The Master Key System by Charles F. Haanel

This book has only recently been made available again in its unadulterated original form which was originally published in 1917.

5. MLM Nuts and Bolts by Jan Ruhe

How to build a network marketing business is what this book will teach you and cover how to get started, how to set goals, habits that will make you more money, how to be a leader, a recruiter, and a trainer.

6. The Richest Man In Babylon by George S. Clason

Containing the success secrets of the ancients, this is one of the most inspiring books on wealth ever written.

7. Think and Grow Rich by Napoleon Hill

This inspirational classic is as relevant now as when it was first written in 1937. Since that time, countless millions have read and been affected by this amazing book.

8. The Wave 3 Way To Building Your Downline by Richard Poe

Designed specifically to address the best way to grow your network marketing organization, this incredible book teaches you how to harness the power of the weapons and tools of the Wave 3 revolution.

9. True Leadership by Jan Ruhe and Art Burleigh

Become a true leader and become secure, happy and rich! This book is filled with leadership nuggets of wisdom from the best minds in business – Brian Tracy, Les Brown, Dr. Denis Waitley, Jim Rohn, Richard Brooke, Tom Hopkins and many others.

10. Rich Dad, Poor Dad by Robert T. Kiyosaki

Learn what the rich teach their kids about money that the poor and middle class do not! This book was a New York Times #1 Best Seller for a good reason!

(Note from Director Kathy Schneider: “ I wouldn't be where I am today without Richard Brooke's book (CD) “Mach II With Your Hair on Fire!” and I love the book; “Eat That Frog” by Brian Tracy 21 Great Ways to Stop Procrastinating and Get More Done in Less Time.)

(Note from Sr Director Bob Schmitz: “I really love “The Secrets of a Millionaire Mind , by T. Harve Eker and Excuse Me Your Life is Waiting, by Lynn Grabhorn!”)

Karen Singer: Great Ideas For Vendor Shows

I wanted to share some ideas on how we display our products on the table when doing vendor shows and/or cash & carry fundraisers:

Bella Buns

Many of you are already using the little black metal frying pans as holders for the Bella Bun. The pans are available at Joanne's stores in the candle section and are normally priced at .99 cents, although I have seen them for .49 cents and had the store order me several cases at that price. After putting my contact label on the bottom of the pan, I place a Bella Bun inside, place the whole thing in a cellophane bag and tie it up with raffia bow.

Sweet Orange Chili Pepper Car Fresheners

A show we did in June was the day before Father's Day, and having several dozen Macintosh Apple Car Fresheners on hand, I decided to buy a Happy Father's Day card, tape a car freshener inside and stand it up on our table with the rest of the fresheners fanned out in front. That day I sold out on all my car fresheners, except for one, the one in the card!!

As you can see, I am currently using a Halloween card, using both our car freshener scents. This will work year round as every month there is some special occasion. Plus, it does not cost any extra postage! I have made a small

note card to display on the table next to the fresheners for my next show, that reads:

"Sending a card? Tuck in our newest car/air freshener Everyone will think, orange you sweet, when they receive a "zingy, zesty, orange-eeee" whiff of our Exclusive Sweet Orange Chili Pepper Freshener!"

Simmer Pots & Holiday Mia Melts

I always have a simmer pot on when we do a show, as everyone follows their nose to the "scent". Keeping with the wonderful new holiday bag theme, I took a snowman from my collection and placed him next to the melts. Again I made up a note card to place on the table with a little poem.

"The weather outside may be frightful Holiday Mia Melts are so delightful Into our Simmer Pots are where they go Let Them Glow, Let Them Glow, Let Them Glow!"

I hope I have inspired you to make your display table festive, share the value of our wonderful products and along with your business card, remember to give everyone your smile!

Wishing you all a phenomenal holiday retailing season.

Karen Singer

Jordan Schneider: Treat This Business Like A Real Job

I just wanted to share a testimonial about my retailing experience last week.

I woke up Thursday morning to a very cold and damp day, drug myself across campus to class and back again then got ready to go out retailing. I finished my deliveries and walked into my first business of the day, a car dealership down the street. No interest. I shivered my way back to the car got in and drove to another dealership. Still no interest. By this time I was no longer just cold, but frustrated as well. I decided to grab a local apartment guide and start hitting up the office managers of all the apartments in town - I drove to the nearest complex and walked up to the office only to find they were closed for the day.

Time for a lunch break.

I took my brother and sister to lunch, then proceeded to drive back to my dorm for the day. I was cold, frustrated and hadn't gotten the slightest bit of interest from anyone all day. As I was pulling into the parking lot I gave my fiancée a call -- he works outside and told me how cold and wet he was and how he wished he could just go home and quit for the day.

That comment stopped me dead in my tracks. I always argue that what we do is a "real job", but I definitely was not treating it like one by giving up after a few stops because of a little rain and a chilly temperature. I backed out of my parking spot and headed off again determined to sell all afternoon. I told myself that if I sold the \$\$ equivalent of 5 jars, I would reward myself at the end of the day with a warm cup of a Starbuck's White Chocolate Mocha.



I had \$170.00 worth of sales in under 2 hours.

This all to say, it's all in your attitude. Treat this business like a real job, and you'll reap the benefits. I plan on heading out again tomorrow in the still-wet weather, walk away with no less than \$200 in sales and finish the day with my favorite Starbuck's drink-if I sell enough I might even get 1 size bigger this time

Jordan Schneider
Diamond Team Builder

Festival of Trees: Mia Bella's Used For A Worthy Cause



Every year since its inception, I have attended and adored Kennedy Krieger Institute's Festival of Trees. The Festival of Trees benefits Kennedy Krieger Institute, a comprehensive resource for children with brain disorders. The festival is a holiday themed event with local music and entertainment, beautifully decorated trees, wreaths, gingerbread houses, shopping, crafts and of course, Santa Claus. Last year's event attracted 25,000 visitors and raised more than \$750,000 for the patient programs and research performed at Kennedy Krieger Institute.

The trees, wreaths and gingerbread houses are donated by families and by businesses. Each tree, wreath and gingerbread house is for sale at the event, with the entire purchase price going to Kennedy Krieger Institute. Every year I buy a wreath, but this year, I decided to volunteer my time and talent and donate a wreath! I am so excited about it!

OK. I committed to volunteer...now what do I do??!! And then, it hit me...Mia Melts! Not only was my wreath going to be beautiful, it was going to smell good too! So, I wrapped Christmas Pine and Mulberry Spice Mia Melts in tulle, tied ribbon on each end, and viola! I had a Christmas scented candy! I tied the Mia Melt candies to the wreath along with wooden painted candy canes and gingerbread men, added a frosty red bow and created my masterpiece, "Sweet Treats"!

What a great way to advertise my business and help a worthy cause at the same time! Maybe next year I'll get adventurous and decorate a tree!

Kim Carruth, MD

Pittsburgh Steelers Band: Falling In Love With Mia Bella's

By day, I work as a receptionist at a radio station. The boss is very cool, as he lets me keep my Mia Bella candles on the front desk so I can sell them to anyone who may walk in the door.

Our radio station is a "monitoring" station, which means that record companies call us and visit regularly to promote their artists.

On October 24th we had a visit from Poverty Neck Hillbillies. These guys are from just outside Pittsburgh, PA – and are the Official Band of the Pittsburgh Steelers!



As we were making introductions to the staff, one of the band members spotted the Mia Bella jars on my desk, and made a bee-line over to them! He picked up Banana Nut Bread, and it was all over from there!! He called the other band members over to have a little "smell-fest"!

After they played a few songs for the staff and autographed photos, they headed back over to me and bought the Banana Nut Bread jar and 25 Mia Melts! They even stopped to pose for a picture with me and their new favorite candle! Not bad for a group of "starving artists"!

Kim Carruth, MD

Bonnie Ramsey: Bella Bars Making Huge Difference In Hair!

It's only been a few weeks since I started using Bella Bars in place of my usual shampoo and already I have had comments from my mama and my husband on the difference it has made in my hair. I have long hair and it has been so damaged (mostly from hiding the gray) that when I would brush it, I would leave broken strands of hair all on the counter.

I had to clean my brush out every time I dried my hair because of all of the broken hair streaming from the brush. I can now dry it or brush it and only find 1 or 2 broken strands. It is thicker and healthier than it has been since I was young (A loooooong time ago)!

The other day I jumped in the shower in a really big hurry and when I got in I realized my Bella Bar was in the other bathroom. In the interest of time I just used the shampoo in the shower. I WILL NEVER MAKE THAT MISTAKE AGAIN! When I got out and started drying my hair, I almost had a pot full from all the tangles left in my hair! When I use my Bella Bar I am able to control the tangles without the oily film left from conditioner.

Needless to say, I now have a Bella Bar in each bathroom and 1 on the kitchen sink for those times I may wash my hair with the sprayer in there. I have added (in very big letters) Sweet Orange and Chili Pepper Shampoo to my Christmas wish list!

I am still using the bars on my dogs as well but now we use the Slate and Stone for them so they smell manly when they are done. They just love it!

Bonnie Ramsey

Patty Cole: Lifestyling With The Bella Basket

Whoever thought going to the dentist would be so profitable! I had recently read Kari's story in October newsletter - Lifestyle with the Bella Basket. What a great idea. I found my own basket and filled it with 4 scents popular in New Hampshire, the 5 Bella Bar scents, designer jar, car fresheners and catalogs, etc.

My first test was at the dentist yesterday. The billing clerk couldn't get over the smell of the Sweet Orange & Chili Pepper and bought the jar, hand wash, and car freshener on the spot! I am returning tomorrow morning to drop off sample votive boxes (2 dozen different scents) and more catalogs so that everyone in the office can smell and order!

September COTM - I had incredible success from the day my COTM arrived and I brought the box to my other job--sold the jar and dozen votives by the end of the day and as of today 11/1 --have sold over 3 dozen jars and approx. 3 dozen votives--- this is my poem---written late at night:

Oh where oh where are the Oranges & Clove?
 I've searched high and low and in the grove.
 My customers smell and say "I must have this scent."
 I've searched high and low and in the tent.
 I place online orders and call in the next order
 Corporate will ship those boxes in no time across the border.
 The month has gone by and
 My customers are satisfied
 They can always buy more
 I'll be right at their door!

Patty Cole, Dover NH

Cynthia Suchowacki: Advertising Through Sponsorships



During the past year and a half, my daughter Melinda Suchowacki, has been involved in modeling. She has attended various showcases and pageants.

In doing this, there is an opportunity for sponsorship. Over the past year, I have offered my team advertising via the events. Advertising includes an ad in the program guide, fliers, wearing her Mia Bella shirt during some events, networking with business cards, etc. I would like to thank my teammates who are involved, Kim Carruth and William Suchowacki. It is a great way to get your business out there and it has produced retail and business opportunity leads.

Recently, she is signing with an NYC agency, so the possibilities are endless.

Cynthia Suchowacki

Mia Bella Gift Bags: Great For Advertising

I was putting samples together with catalogs and business packets - I asked myself "How can I carry these?" Well first of all I put together 6 catalogs with holiday inserts with two sample scents and 6 business packets. Then I thought of the brilliant idea of using one of our Mia Bella gift bags which are gorgeous silver with awesome lettering.

I was standing in line at a restaurant when a woman asked me where the Mia Bella store is at? I said I buy these awesome candles at wholesale and the store is located at my house!

Our waitress asked also what is in the bag that smelled so good (I placed the bag on the edge of the table with the lettering facing the isle of the restaurant)! I said it's apple pie with vanilla ice cream! She also took a catalog! As we paid the bill, the waitress said she would show the catalog to her coworkers!

That is TWO + exposures with my little Mia Bella gift bag! I will take this little bag EVERYWHERE I go and wear my MIA BELLA WEAR too! I'm so excited!

Carol Talorico

Dick Reed: Fly In Craft Show A Success!

The Greenville "Fly In" craft show was a great success! It was my first show with Mia Bella's products and, it went quite well. I gave out 25 to 30 CDs along with brochures to all those interested in the candles. I sold about 20 candles and 15 votives. It was a good crowd and the weather was good. I burned a "Hot Apple Pie" candle all weekend (as long as the wind didn't blow it out)! I did learn that I will need to bring more stock and package them a little differently at the next craft show; a tip learned from the Thursday presentation in Bangor!



Dick Reed, Maine

Testimonials: Various Testimonials From The Field

I Swear This Product Does Sell Itself

I swear our product truly does sell itself if you get it under enough people's noses and eyes.

I was at Walgreen's today and I, of course, gave the clerk my bookmark (Chili Vanilli), she sniffed it and asked about the scents I had on hand and said she really likes coconut. I brought in my sample bag, Rain and a Chili Vanilli.

She sniffed the Rain and liked it and bought it on the spot! I am so NOT a sales person, but she loves candles, liked the scent and bought it.

Laura Kane

Great Testimonial from Lisa Kurasz's Customer

Dear Lisa,
I recently purchased Mia Bella votives from you at your stand during the Thorp Pumpkin Fest. The scent and quality of these candles can not be compared to any other candle I've ever purchased!

These are the most awesome candles I've ever used and probably the only ones I ever will burn. There is no waste or smoke. They burn evenly, and all that remains is the little metal ring at the bottom. We have cats and we are both smokers but these candles rise above it all!

Sandi T.

Bella Buns: So Life-Like You Will Want To Eat Them!

I just got off the phone with my Partner, Rob who is in Myrtle Beach for about ten days at his other home.

About 4 months ago his wife took a case of Bella Buns to Myrtle and gave them to some of the staff at a local restaurant. Tonight the saw some of that staff and the one lady told them a cute story.

The one waitress at the time the Bella Bun was given to her said it smelled so wonderful and wasn't ready for it. She took it home and put it in her FREEZER so she can eat it at another time. She never realized it was a candle.

They couldn't wait to tell Rob and his wife when they came in to the restaurant today and OF COURSE they were looking for more! So as I always tell everyone "People don't know whether to eat it or light it"

Rick Gazenski

Scent-Simmer & Melts Are The Best!

Mia Melts are so awesome! I ordered two when they first came out, showed them and sold them instantly.

I went to pay some bills and I took one of the Peach and Papaya Melts in with me and said "Do me a favor, tell me what you think of this scent."

Everyone in the office immediately said how great it smelled. I showed them the simmer pot on the post card I had and explained how it worked, and instantly sold 3 Simmer Pots and Eight bags of Mia Melts!

Gina Ruff

Gotta Love Those Melts & Simmer Pots!

I love the simmer pot and Mia Melts! When they first were introduced in the Spring, I had to have some. I kept one for me, of course, & was excited to give a simmer pot and a bag of french vanilla melts to my mother in law for mothers day.

I called her the other day and mentioned the new Holiday Mia Melts and so up we went with my basket of "goodies". She sniffed them all, and bought 10 bags of melts.

My mother in law was sharing the melts with friends and taking orders for simmer pots and melts. One ordered five simmer pots and twenty melts!

Nancy Ash, Cannelburg, In

Mia Melts & Simmer Pot Fund Raising

I thought the Mia Melts would be good as a lower priced item on the fundraisers instead of using votives. They are easier because I don't have to package them and I can order just one.

With the votives in a 3 or 4 pack I have two problems: Packaging and what if I only get one order for Gingerbread? With the Mia Melts I don't have to worry about packaging and if there is only one order for Gingerbread I don't have to buy a whole box. Besides I love the Mia Melts and Simmer pot and I know others will too.

Tammy Pratt

Hometown Heroes

“As a military member, I just wanted to take a moment and thank you for your support to those who spend precious time away from their families. It means so much to us when we feel the love and support of our country! THAT is what keeps us going!”

**Thanks and God Bless,
Christie Barbon
U.S. Air Force
New Mia Bella Candle Distributor**

“My son, Macon Kitchens and his wife, Jesse are both in the Air Force, where they met and were married in 2000.

Macon has been stationed in Saudi Arabia, Kuwait, and Korea and is now doing another tour in the Middle East. Jesse served in Iraq until January 2006.

This year will be their second Christmas without each other and without their daughter having both parents together for the holidays. Macon has attained the rank of Tech-Sargent and Jesse has attained the rank of Staff Sargent. They both plan on making the Air Force their full time career until they are eligible for retirement. I would love to see them recognized as Hometown Heroes because they truly deserve it!”

Ramona Kea



“This is for Sgt. David Fisher, who was a hero, but not only because he was a soldier, but because he was my brother. I know in my heart you two are looking out for each other. I love you guys!”

Bridget Darmetko

“My husband Dennis P. Devlin Jr. has faithfully served with the navy for 11 1/2 yrs. He went to the middle east with a detachment for 6 months from June 2004 to December 2004. He came home and ended up going for 2 months to help with Hurricane Katrina victims on the U.S.S. Bataan. He left again the end of August back to the middle east to serve the country again. He isn't due to come home until after the holidays and then he is going back at the end of January. He serves the country selflessly and doesn't complain and for this I feel he is a hometown hero.”

Tosha Devlin

“I think my brother should be the next Hometown Hero. His name is Curtis Bigelow, and he is in the army. He had already served his 4 years and came home in December of 2003. His fiancée and he had a baby in October 2004. They got married in October 2005. On Christmas Eve,



2005, he got a telegram that he needed to report back to the army the beginning of January. He was sent over to Afghanistan in June, should be there for a year, and shortly after his wife found out she was pregnant again. So, she is alone with a 2 yr old and pregnant, due in February.”

Jillian Carr

October 2006: Top 10 Retailers

- | | |
|---|--|
| <ol style="list-style-type: none"> 1. Bridgette Payton, CA 2. Collin Andersen, MT 3. Morgan (Chad) Haugen, ND 4. Stacy Hackney, MI 5. Sharon Umphred, NY | <ol style="list-style-type: none"> 6. Jeff & Stacey Pfohl, TX 7. William Mitchell, PA 8. Premier Studio Of Dance LLC, WV 9. 2 Good Candles, MD 10. Tracey Durning, PA |
|---|--|

October 2006: Top 10 Sponsors

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. Lori Clark, CO 2. Jackie Ulmer, CA 3. Carol Boor, WI 4. Nichol Quinn, AZ 5. Tracy Russell, IN | <ol style="list-style-type: none"> 6. Leigh Burge, SC 7. Alethea Anderson, NV 8. Deb Warren, MI 9. Bob Schmitz, PA 10. Jeff & Stacey Pfohl, TX |
|--|---|

Last Years Top 15 Selling Jar Candles in November

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|---|--|
| <ol style="list-style-type: none"> 1. Home For The Holidays 2. Sweet Orange & Chili Pepper 3. Hot Apple Pie 4. Christmas Pine 5. Pumpkin Spice 6. Spiced Cranberry 7. French Vanilla 8. Christmas Essence | <ol style="list-style-type: none"> 9. Angel Wings 10. Apple Cinnamon 11. Cinnamon Raisin Bun 12. Mulberry Spice 13. Creme Brulee 14. Clean Cotton 15. Christmas Eve |
|---|--|

Distributor of the Month: Alethea Anderson

What an honor - wow! Jackie Ulmer dropped me an email in October that said ...“Drumroll! You have been officially nominated for Distributor of the Month for November! Please contact Charlie - You rock, woman!”

I thought ‘wow that is cool that I was nominated, so I wrote Charlie an email and he responded that I was chosen as November’s Distributor of the month. I am just tickled, this company is so amazing...It all started in the Fall of 2004 when I joined on a whim because a friend of mine told me about an amazing candle she got in an online Mom Swap. Previously I was known to go stand at the wall of candles and the Bed and Bath shop sniffing the “competition’s” candles to choose my new aroma of the month. Little did I know I was sniffing and burning “no veg” candles and at that point I thought black on the rim of a jar was supposed to happen! When my friend told me her candle burned clean down to the bottom with no black soot I was wowed. Then I thought that if I had candles delivered once a month in an auto shipment I would not have to decide a scent at the looming wall of candles, someone else would be deciding for me! I won that argument with myself!

Well I should tell you a bit about me. My name is Alethea Anderson and I live in Northern Nevada, a Bay Area California transplant! I came here in 2004 with my high school sweetheart, Adam whom I’ve been married to for 12th years and our lovely 8 year old daughter (8 going on 18!) Of course our fur balls are here as well, three crazy cats and our newest addition, our blessed Boxer Bodhi. He really is my new best friend!

Back to the beginning, so I joined Mia Bella ‘just’ for the Candle Of the Month Club. I honestly had no intentions of running another home based business. I had sworn off all direct sales businesses due to rotten past experiences, however it all soon changed...

The candles started selling, because people were smelling them burning in my home. The UPS driver, my daughter’s friends parents, neighbors... It was easy, almost too easy. I then joined the Yahoo group, I was surrounded by sparkling diamond distributors and those sharing their exciting stories with our fantastic candles. This inspired me, so I built a Web site to see what would happen. I set a goal to make top sponsor list Jan 2005 - and to my surprise - I did make the list! Shortly after I was a Diamond.

I faded in and out of promoting Mia Bella, I was busy working 2 home businesses. But let me tell you

this, every single time I focused energy on my candle biz, good things started happening. Every goal I set, I reached. As the saying goes, dream big, reach that goal and dream bigger. I set a goal that when my commission reached \$X I’d get medical. I reached \$X shortly after. My next goal was when my commission reached \$X I’d get a new car with an air conditioner (I live in the desert mind you, 105 degree summers with no AC was not fun!) I reached my goal shortly after.

I contacted Jackie Ulmer, who is a few levels above me. I wanted guidance from the best. I decided it was ever so true that there was no reason to re-invent the wheel. I mean the road has already been paved, why go off road? Especially when there is a clear path with marked signs ahead of me - right? She showed me the tools she uses, which I now share with my team members (Thank you Jackie for your inspiration).

My eyes opened and I realized there is nothing holding me back, except me. We all have the same tools to build our businesses. The same business supplies, products, Internet access, phones, etc... The only thing different to each candle business, is the person running it. Which means that my success depends on ME.

Another thing I’ve noticed, is those who are most successful in this company and any company in general - all seem to apply the same principals to their lives. If you listen to our weekly calls, they all speak similar words. Positive Thought. Positive Energy. Allowing. Believing. Achieving. Creating. Never any negative words! They all BELIEVE they will succeed. Not ‘think’ they will. They BELIEVE it. I have truly come to realize that mind over matter and positive thought are a true and real concept. Thoughts are things, let your thoughts be positive! Who could ask for a better business? Being surrounded with vivid colors and amazing aromas, it just keeps getting better :)

Thank you Scent-Sations for this amazing opportunity! Have a Scent~Sational Day!

Alethea Anderson
Moving at the speed of candle light, creating prosperity on the way!