

Danny Linnane: The 10 Commandments of Sales

- 1.) When introducing a new product to someone, thy shall know the product very well. Educating the customer will increase the chances of making a sale provided that person takes interest in it. Not knowing the product decreases consumer interests and sets the risk of failure in a sale.
- 2.) During conversation, thy shall maintain a positive and enthusiastic attitude. A good salesperson is confident and should be motivated and thus shall get the consumer confident and willing to try the product. If you are bleak and cold, you shy your customers away and it sets the risk for failure in a sale.
- 3.) If you are presenting information in an attempt to deter a competitor, thy shall not intentionally lie. Lying directly to your consumers will put pressure on both the consumer and salesperson. Thus, this sets the risk for failure in a sale. Giving examples in comparing and contrasting is fair game, but you must back up what you say. Very Very important.
- 4.) When making money, thy shall stay organized. Organization is very important in sales. Jumping the gun, and creating clusters of paperwork, sets up the risk for failure when attempting to calculate profits. Time is money, and energy + confusion= exhaustion.
- 5.) All salesperson's are created equal. However, thy shall be responsible for pursuing their own sales. Nothing is to be spoon fed and money is not just a handout in this business. All money is earned from the quality of work that is put in during a period of time. Laziness is cause for failure.
- 6.) In the sales business, thy shall work as partners to achieve success. Working with each other enhances the level of education provided in the business, and provides external resources. Ignoring what is around you provides a cause for failure, because you cannot see the big picture, you only see framework.
- 7.) Thy shall have fun in the business. Having a particular interest in something will increase the chances of putting more time into it. If you don't like what you get into, don't bother spending time.
- 8.) When a salesperson is just thriving in the business, thy shall help new salespersons. In our candle business, the more distributors, the better.
- 9.) In the process of sales, thy shall set goals. Goals produce a motive and also help aid in overcoming obstacles. As I have said before, plan and stay organized. There are many obstacles in sales. You can avoid them, challenge them, or fall over them.
- 10.) When in doubt, thy shall ask questions. Questions produce answers, and the only dumb question is the one that is not asked.



Patti Price: Candle Diva & Rock Star Groupie?



Hello Everyone!

The most exciting thing happened for me and my concert-going girlfriend Terri, that I just HAD to share!

June 16 she and I went to the Poison/Cinderella concert in St. Louis. We're their number one fans and we go every time Poison comes to the

amphitheater.

After the concert, we went backstage and were hanging out in the dining room. Terri works there this year and I've worked there the last couple of summers. This guy came knocking on the door since they were locked and asked for a Pepsi. When I gave it to him, I asked "What do I get?" I was kidding of course, but he asked me, "What do you want?" I told him I wanted a picture with Bret Michaels, Poison's lead singer who I've "loved" for 20 years now. So, he says, "Well, come with me." I grabbed Terri (and her camera) and we rushed over to the tour bus. This guy goes up to the bus door, knocks on it, and says, "Can Bret come out for a photo with this girl?" Long story short, it didn't happen.

But as we were standing there waiting (just in case), I turned around and pointed towards the dining room. This other guy walks by and he says "It's so rude to point." We just laughed and he asked what we were waiting for. Terri told him I wanted my picture taken with Bret and he says, "Oh, OK, hold on a minute." Turns out he was Bret and Bobby Dall's guitar tech.

At this point, I couldn't help but think about the Attractor Factor book by Joe Vitale that I had just finished reading. I told Terri, "This is crazy. It's like everyone's working so hard to get me this picture."

He came back and said, that Bret was in for the night, but we could pick ANY OTHER CONCERT to go to and he'd get us special passes and, most importantly, my picture with Bret! Being the hard core fans that we are, we weren't about to turn that down. As a safety side note, we did check our new friend out and made sure he was on the up and up.

We made arrangements with kids and husbands, and two 30-something girls traveled 4 hours to see their favorite 80's hair band and act like they were 18 again.

I also made Bret a votive bag with Tuscany Nights votives, holders, and a nice little note from me offering to get him more candles anytime...with my business card attached to the back - and contact labels on the bottoms of the holders - so he can reach me!

The concert was incredible and when it was over, John (our new friend) came and got us. He put us on a back patio with about 100 other people and after a couple minutes, he comes over and says, "Are you ready?" What kind of question was that?

We waited outside of the bus for only a couple of minutes before I was sitting on Bret's lap (wow), talking about St. Louis vs. Chicago concerts, a couple other things, and giving him this awesome gift I had for him! I only wish the bag showed up in the photo, but it's still too awesome!

We're possibly planning another trip to northern Indiana to see them again in July - with backstage passes of course - and I'll be taking many more votive bags because I found out that a few other guys in the band and roadies really love to have candles...go figure!

Ahhh, I can see my new title now - - Patti Price, Candle Lady to the Rock Stars! Gotta love that!

Hope you enjoy the picture and my story. I know I'm still WAY exited, but just had to share with you!

**Much Love,
Patti Price**

Disneyland: Mia Bella Helps Fund Great Vacation!

I thought it would be a nice thing to write and tell you that 3 months of saving Mia Bella commission checks and retail sales, gave my husband Paul and our two great candle helpers Marc, 7, and Annalise, 4, and myself a full weeks vacation inside the park and the whole shebang! We had a blast!

Thanks to Mia Bella and our families hard work!
Heather Cataldo



Pamela Larberg & Rita Bass: Mia Bella Wax Paintings



I am a mother of 3 “almost” grown children, and a grandbaby coming in December. Someone who loves to cook, bake and create her own recipes.

The first week of April 2006, I was driving down the

street and saw an advertisement on the back of a truck. Curiosity got the cat because I could only read some parts, I tried to catch up to the red truck. Good thing, they were going the same direction I was, to the interstate. Having to slow down at the ticket booth, I was able to read the entire thing and jot down the phone number to Bill and Kellene VanDorn.

Candles, I love candles, and burn them all the time. I called while driving, cause as curiosity kept me going, I wanted to know more. Within a few days, I received a package from Kellene, My first Mia Bella candle, honeysuckle. LOVED IT! I called right away and signed up with the fast start pack.

I received my fast start pack on a Thursday, and my kids and I had a ‘sniffen’ party (should I use that term). Monday came around and I took my samples to work, and in my small department I sold \$300 in two days. Wow, I can do this.

My mom, Dorothy Garner, came to visit that next weekend, and we sniffed, and played with the candles. Mom went home as a distributor starting out with the fast start pack as well (and doing well). Ashley, 20, who is away in college, called wanting mom to send food, money and candles.

My daughter Rita, 15, is the only one living with me now, and gets a lot of candle talk. My family is very creative and artistic and trying to think of different ways to use the candles had our minds spinning. Rita, loves to paint, so we thought why not...

Rita started to paint with Mia Bella Gourmet candle wax. “My mom came up with the idea, I just made it happen” Rita says. “I didn’t know how well it would work since I’ve never done it before, but people really seem to like it. I’ve only tried to do abstract work, but I hope to do more later on.”

Using votives with different scents, Rita created several abstract art pieces. I have taken her ‘paintings’ to work to show off, several people were interested in purchasing some in the future. Men commented while walking through the lobby that it smelled like a Bath and Body Works.

With craft shows on the schedule already, we intend to add some of Rita’s work to the displays. As it takes some time to do each one, Rita continues to experiment with different techniques and styles. Presenting a piece of art work to Kellene at the Kansas City meeting in June, was a high light for both Rita and Kellene.

Coming from a past of many trials, I’ve had to learn to overcome obstacles in life (doing what others may call impossible). NEVER giving up is the KEY word. Regardless of what the task or trial was that I was faced with or how hard it seemed, I worked my hardest to reach the goals I made, and I DID ACHIEVE THEM! Working with the Mia Bella team is going to be no different.

Setting goals is a strong point for me, because if I don’t set a goal, how will I ever know that I’ve reached it. Goals are like baby steps (starting small), you have to learn to sit up, then crawl, walk, falling down many times, but keep pulling yourself up. Someday you will be running and jumping, and leaping. There may be times when you fall and you may not want to get back up. ‘It’s too hard’ ‘I can’t’ ‘why me’ ‘I’ll fail at it’ That is when you have to pull on the strength of those who are your source of strength. Pull on your ‘WHY’ With all the encouragement we get just talking to each other, I know that I as well as each of you will thrive and make it to the top. You just have to Dare to Dream the Dream!

Pamela Larberg

Mia Bella's: Smell Great, Clean Up Easy!

We did a fund raiser (along with American Red Cross) to benefit fire victims from 2,000 plus acres burned in Lehigh, FL in April. A gentleman purchased two candles from me and just last week he called to tell me he had gone to my online retail site and purchased more candles. He said he and his sister were “hooked” on Mia Bella’s and they just could hardly believe how incredible the candles smelled (not to mention the part about cleaning up with hot soapy water!) They are thinking about enrolling as distributors.

Another customer loves purchasing votives so she can use them in her car as quick interchangeable car fresheners. In Florida we always run the risk of our candles melting while sitting in our car so we also love the fact that we can quickly clean up any mess with hot soapy water

Ann L'Heureux, FL

In Home Demonstrations: Going Back To Our Industry's Roots

I have been working this industry of direct sales and home parties now for over 18 years. I love the freedom and opportunity to earn a



rewarding income each week. So many in the business have asked me, "How do I get started?" , "Where do I begin?" So I began sharing my tips and techniques that have brought me success over the past 18 years.

As our industry began many years ago, direct sales hit the street daily with door to door sales. One day I started thinking outside the box with my partner in this business, my husband Ken. He wanted to do more to help the business grow and home parties just wasn't his strong spot. So we sat down and began putting together some items to market the products we sell. Ken and I put together a "KIT" to do in-home demonstrations of the products. For now we were going to concentrate on the benefit of how easy it is to clean up any in-home accidents. Contents of this kit can be purchased for a small amount at a local home improvement store. Carpet, Ceramic Tile, Wood, Pergo, Fabric, Spray Bottle, Absorbant Paper Towels, Brochures, Door Hangers, Candle (Shavings) and a tote that is comfortable to carry.

We started going through past leads, setting up appointments to come into the home to demo the products one on one. I got a pretty good response to this. I find that my husband does well presenting in this manner, and I do well at setting up the appointments. We even go out together on weekends and just work a neighborhood at a time, getting the word out about the products. We began this two weeks ago faithfully and



business has really picked up. We offer both the votives and the jars and look at ways to include the bath products as well. Here is a picture of my kit.

For those telling me that they could never do home parties they need to try this method. It is also a great way to call all of those leads no matter how hot or cold they are and introduce them to the products. It also works well at visiting Realtor's office's, New Home Sales Floors, and local Businesses.

We have dressed in polo shirts and slacks to present and Name tags are always nice. Dress comfortable but business like.

I can not present you with a speech as far as what we say, simply due to the fact we get to know each customer and try to meet their needs. I will say something like, "I see you have many brands of candles in your home, do you burn them all at once?" I then say something like, "With a Mia Bella Gourmet Candle you only have to purchase one to get the same results as the many you usually have to burn. The reason being is that they are triple scented and use the highest quality of Gourmet Scents, infused throughout the jar to release an even scent from top to bottom. And they last an average of 50% longer than most brands." I will then ask them if they have ever spilled ordinary candle wax on dinning room tables, table linens, floors or counter tops in the past? They usually say yes. I then ask them for a moment of their time to show them the difference between what they use now, verses what I offer. I also ask to use some hot tap water to put into the spray bottle. I keep a drop of soap at the bottom and a small bottle if I am doing multiple appointments. I demo the difference and close by aksing them to buy.

I think by doing this you can get some quality customer's who will reorder on a regular basis as well as a sound referral system. I always like to use this example to get the point across.

"I went to a home and spoke to Martha, who burned a few candles at special times of the year. I asked her to give me a few minutes to show her how amazing our candles are verses other's she used. I showed her my jar (clean) verses her jar (black) and told her what that can do to her home, furniture, curtains, and even her lungs and duct work. I then showed her the ease of wax removal verses a simmer pot she had in her home." She bought a couple votives, but two days later I got three calls from other ladies wanting me to come to their home and show them. I phoned Martha and told her thank you for the referrals and that I would swing by that afternoon and give her free votives for helping me get my business out there. This has been a chain reaction.

Some people will say, that the cost of gas deters them, but I say you are not going to get your name out unless you do the work. Drive, park and walk if you have to.

Be safe, and have fun.

**Best of Luck,
Stephanie Blaker
Topeka, KS**

Ann & Tirzah Duncan: Finding Their Networking Niche

Tirzah and I attended a 7:15 business networking event this morning. (I love early mornings, but NOT being out early, ha!) We took our basket of candles and sample bag, but didn't figure we'd have an opportunity to present, since we were just visitors.

Everyone introduced themselves, then after the speaker finished his presentation, an older gentleman asked, "Can we hear more about the alternative candles?" I let Tirzah do the talking about the candles and pass them around the group, and give out scent samples. At 13, she's my Secret Weapon. People are so intrigued by a kid doing business.



Favorable responses, of course! I have to confess, in the past, I'd not really enjoyed networking events. But since I discovered the health and wellness niche, I've had a blast meeting up with others who share my passion for wellness. I can genuinely be very interested in promoting the other business owners and it's fun having such an outstanding product that fits so perfectly with 'natural/alternative' groups. If you haven't already done so, may you find your niche and prosper!

**Blessings,
Ann & Tirzah Duncan**

Sales Aids: "Aid" Distributor In Sales and Enrolling!

I went to my nieces birthday party about three weeks ago. I took along with me the Business Overview Tri-Fold, the product catalog (because it has all of the scents) and 12 scent samples from the sampler bag.

I let everyone know that I was selling candles that day and here are the scents, thank you for listening, now I can deduct my mileage today! I said all of this with a smile and laughed. Then someone piped up and said, oh I want to buy some.

So later on I went over to that person again and asked them if they still wanted to buy some and she did and while I was taking her order another two people came up to me and ordered. It was that easy!

I was, at that time, just an associate, unsure if I wanted to sign up for COTM program. But after that I signed up for the COTM program, once I knew how easy it was to sell candles! Every where I go I take my stuff with me in my file case. Everywhere that I have mentioned my candles, I end up selling them. It has been so incredible.

After just three weeks I have done around 125.00 in retail. I am on my way! I plan on getting the door hangers next! Also when the phone rings and it is a mortgage person on the other line, I hit them up for a GREAT closing gift for their clients. I have a lead out of doing this already, I just sent her an information packet. I figure, everyone who calls my phone, is a potential lead that I did not have to pay for!

Vicki Whitsitt, MN

Bella Bars: A Closer Shave Everywhere!



These are pictures of us using the Bella Bar to shave my husbands head. I still can't believe how well it works as a shaving cream. This time I used a cheap disposable razor and it still gave a close cut and no razor burn or cuts. He has sensitive skin when it comes to shaving and the Mella Bar is working really great.

Patty & Pete Labella

Susan Lucas: Finding Family Within Mia Bella's

I'm a candle addict so, when I was looking for something to do on my own it was no surprise that I started looking into the candle business. I've burnt my fair share of paraffin candles and soy candles but never have I found a candle like Mia Bella. Countless hours have been spent researching Scent-Sations, Inc and finally after about a year I ordered my first kit. Not knowing what to expect I tried everything that I was ever told about these candles from positioning and clean up to their wonderful fragrance. It has all been true to its word.

Being a confirmed skeptic, I spent the first week burning my samples in various locations, cleaning up after them and frankly just admiring their unique appearance. My first test was at the office where I placed the candle in a very low traffic area away from any direct breeze, movement or the opening and closing of doors. This votive candle lasted through two ten hour days and another five hours on the third day. This is just absolutely unheard of! The second test was placing the candle on my desk where it was exposed to breezes from people walking, windows and the opening and closing of doors. Again the votive lasted for eighteen hours. I was impressed.

The next test was the clean up test. I have white carpet in my home so I found a scrap piece of carpet and poured on the spent wax and let it sit for about thirty minutes. Using my spot-removing machine, one-half of the wax was removed from the carpet with just two passes. The remaining wax was cleaned up with little to no effort with hot soapy water and a sponge. I was amazed at just how simple it was and the fact that there were no oily rings or dried wax left behind. About the only reason I still have an iron in my home was to remove wax that would get on the carpets (Most of my candle holders are floor style and I have a dog).

The scents from the candle are very distinguishable unlike many others that you have to sniff and re-sniff before you are sure what it is without looking at the names. Even unlit, the area where the candle is filled with the aroma. There is no need to light them to get the fragrance out...it just happens naturally. I sold my first candle (Sweet Orange & Chili Pepper™) within seconds of removing the lid.

The slogan "Smell and Sell" isn't just a catchy phrase but rather a statement of reality. I work in the Oilfield so about the only thing you could ever smell in my office was crude oil or H₂S (Hydrogen Sulfate...i.e rotten eggs). From the moment I lit the candle everyone commented on the fragrance and the fact that it carries throughout the building.

My final reason for joining Scent-Sations, Inc. has nothing to do with the product but rather with what I have read and I believe that this company is founded on. That would be family. My kids are my world from the oldest down to my grandson. I have seen the friendship and the family atmosphere that has developed within this company during online conferences and in fact I have struck up a new friendship of my own with another distributor in my home state of Michigan. After the first conversation we were making plans to meet some time this summer. A family unit is not necessarily one composed of similar blood cells, but rather a group that is uniquely interested and concerned with the health, well being and success of those around them. In the Scent-Sations family, I feel at home already.

As the mother of an American Soldier who served in Iraq (3/03-2/04) with the 173rd Airborne Brigade I was touched when I came across the Hometown Heroes. It's sometimes the simplest offer of gratitude that is expressed silently that means so much to our soldiers and their families. I truly feel blessed to be a part of this family.

I really want to thank my sponsors, John and Lise MacFadden, for their time and patience. I'm sure they knew from our first conversation that I would eventually end up in their "guiding light". They have gone above and beyond the call of duty (and dollar signs) to make sure that all my questions, no matter how crazy they have been, were answered and re-answered until I felt comfortable with my own personal understanding. With their grand leadership and extensive knowledge I feel secure in my future with Scent-Sations, Inc. and look forward to a long and prosperous career.

Have a great day and a wonderful tomorrow!
Susan Lucas

Astrin White: Riding The Wave of Opportunity!

Murphy's Law was in full effect this morning in Virginia Beach. We have been having very hot weather ALL week - 90 plus each day. Well, today I was due to attend a flea market being held by the Navy Wives Club. I had spent all week preparing, stocked up on product & even enlisted the help of a girlfriend for the day. I was there at 6:30am setting up for an 8am start and by 8:05am had my first sale for the day.

Things were looking good and I was banking on a very successful sales day. About 8:15am, the black clouds came rolling hard and fast - everyone was hopeful that it was just passing, but by 8:20am, the rain was TORRENTIAL!

I managed to throw my things in the car without them getting too wet - I was soaked to the bone though. My husband arrived to also help me pack up & we sat in the car for about 15 minutes to see if it would clear. With no let up in sight, the organizers started refunding people their booth fees.

Not one to let an opportunity slide, I approached the organizer and mentioned that I do fund raisers & with a grin on my face, told her that a fund raiser with me would not be a washout! She had briefly looked at the candles before the rain had come down & commented on how wonderfully they smelled. She was very eager to discuss this opportunity with me & I now have an appointment next Tuesday to arrange a fund raiser for them.

Moral of the story - even when things look like they're going to be a total washout, don't just ride the wave, grab out your paddle & start steering in the direction you want to go - you'll get where you want to be in the end!

Astrin White

Fund Raising: 10 Year Old Funds Chess Camp With Mia Bella's

Email #1 To Scent-Sations Inc:

"My son Brandon (10 yrs) wants to go to chess camp. He was only able to give us the information on it 2 days ago. It costs \$250 for one week. Being the sole financial support for our family of 5 (myself, hubby, and our 3 children), I simply can't afford that, much less on 2 weeks notice. Having read the article, I remembered it and told my son that I could think of a way he could go, but it would involve some hard work on his part. I told him I would make up the sheets, etc and he could sell candles. What I would normally have as the profit, we would set aside for him to go to chess camp. He said OK. I double checked with the camp to make sure they still had room, so he'll be selling away this weekend. He needs to sell at least 21 candles to come up with half the money and I can try and scrounge up the rest. I'll let you know how he does this weekend. Again, thank you for putting these great articles in the newsletter. I don't think I would have thought of this for my son without them!"

Email #2 To Scent-Sations Inc:

"I just placed my order with the company on Friday. Brandon sold 10 jar candles, 29 votives and 9 Bella Buns for an approximate profit of about \$120. Woo Hoo! He was a little shy to start, but once people started saying yes, he did much better. He started chess camp yesterday and is having an absolute ball. Thank you for being able to make this possible for my son."

Kelly Drath

Denise Johnson: Great Stories On Magnets & Sample Bag

My Name is Denise Johnson and I live in Las Vegas, NV. I have been a distributor since last summer and I wanted to share a couple little stories with you about my experience with having my Mia Bella Car Magnets on my car, carrying products and showing off my Sample Bag.

I was getting ready to go out of town and stopped by my mechanics to get my car serviced before hitting the road. I was all packed and ready to go with only one votive I was taking with me to burn in my hotel room when I pulled up at the auto shop. They saw my magnets and asked me what I have. I politely told them, that I was now a Gourmet Candle distributor and if they would like to see a brochure. They wanted to see some products and at the time the new catalogs were not published, so I showed them the one votive I had in my purse and handed the manager and the mechanic each a brochure. It just so happened to be one guy's anniversary and wanted to get something for his wife to bring home that night. I told him I also make gift baskets and he proceeded to order one, also with a dozen of the assorted votives. It was the manager's wife's birthday and he also ordered a dozen assorted votives, a Bella Bar and body wash!

I told them that I was leaving in an hour to go out of town, but I would run home real quick and get their orders delivered within the hour. Which I did! They were so happy with their new gifts and now they didn't have to make a stop on their way home to shop for something they had no idea what they were going to buy. A Win-Win situation for everyone! Never underestimate who is going to buy from you! Men are GREAT customers! There is always a woman they have to buy gifts for, even if they don't use the products themselves.

Another great story!

During the Valentine's Day holiday week, I made up some wonderful gift baskets and packages to take to work for last minute ideas to be shared with my co-workers. I sold 5 of the eight gifts that day in the break room, along with some candles for a romantic evening. I still had about 3 more baskets and gift sets left over. I stopped by the Vet's office to pick up dog food, one that I don't even take my dog to, and asked the girls at the desk if they needed any last minute Valentine's Day gifts. Of course they asked to see what I had, so I made a quick trip to the car and grabbed a couple of things. I sold them both on the spot. Then the other employees from the back came out and wanted to see some things too. I made another trip to my car, and brought in the rest of the gift packs. They all gathered around to see what I had and started asking to smell some scents. I made another trip to the car and brought in some Jar candles. I sold all the gift baskets I had left, and even a jar. I was flabbergasted! I just stopped in to get dog food! As I was pulling out of the parking lot, one of the Veterinarians came running out, and stopped me! I pulled back into my parking spot and opened my car door for her to see and smell. She saw what everyone had bought and wanted to see what else I had. She stood at my car and smelled the candles I had left. She was with a patient but took a brochure. I am sure I will be hearing from her soon!



Yet another great story!

When I first became a distributor with Mia Bella and Scent-Sations, I started with the Fast Start Pack. I didn't know how I was going to go about selling these wonderful products, but I knew I had to share them. I made up some generic order forms on my computer and brought the sample pack bag and the order forms to work with me. I set the open bag on the table in the break room, with some order forms, and left to go do a couple of massages. When I returned in 2 hours, I had 2 dozen jar candles sold! I wasn't even there to tell them about the products! They have become repeat customers over and over again.

The Smell and Sell method has been an ongoing success for me. I have a display set up in my foyer in my home, and whenever someone comes over they leave with a candle or two. They always want to see what the new scents are and I always have product on hand to show them. I have learned that people like to go home with something when they buy it. Cash and carry works best for me. I have tissue paper and gift bags on hand, so I can wrap it up for them and they can feel like they got themselves a gift!

We have such wonderful products, they SELL THEMSELVES! So get the word out to all your friends and co-workers if you're still working another job. Tell them to tell THEIR friends, and get these products under their noses! You can't help but be successful!

Thank you Scent-Sations for such wonderful products and support. We all have a potential to become SUPER STARS in our business, thanks to you.

**Have FUN and enjoy the Journey!!
All Things Are Possible If You Believe!
Denise Johnson
Las Vegas, NV**

Cathy Mahady: Community Person of The Week

Regular visitors to the Chanhassen Farmer's Market call her "Candle Lady." She's Cathy Mahady of Scent-Sations – Mia Bella's Cleaner Burning Candles.

Mahady grew up in Eden Prairie, moved to Okinawa, Japan when her first husband was stationed there with the US Army's Special Forces. Later, she returned to Minnesota and Chanhassen where she and husband, Dan, have lived for 11 years.

Their family includes Adam, 17, a Junior at Chaska High School, Shalynn, 3 year old preschooler, and Jordan, the 8 year old Cairn Terrier.

They love the "hometown feel" of Chanhassen, the parks and lakes, the great schools, being centrally located to major roads. "It's a beautiful city!" Mahady enthuses.

She's been selling Mia Bella's Cleaner Burning Candles for several years - an opportunity that allowed her to stay home after her daughter was born, but let's her contribute financially and professionally.

"I was intrigued with the cleaner burning natural wax that did not give off toxins and black soot. People are so much more health conscious now and it doesn't make sense to burn petroleum in our home," she explains.

And these candles don't blacken your jars, walls, light fixtures, or your lungs. It burns all the wax and not just a tunnel down the middle. The scent lasts until the very last burn and can fill an entire home -- even hours after blowing it out."

What do you like or enjoy about being at the Chanhassen Farmer's Market?

This is the third year that I have been at the Market -- it's a great venue to share candles that are made of natural, renewable resources such as soy, vegetable and plant materials, and beeswax. I love educating people about this healthier alternative candle. I enjoy seeing their faces light up when they take the lid off a jar and are pleasantly surprised at how realistic the scents are. Candles are a feel good product -- and the Farmer's Market is a feel good place.

What's the best selling scent, and what's your favorite?

Our best selling scent is the Sweet Orange and Chili Pepper -- an exclusive, signature scent, a combination of sweet and spicy. My favorite scent has to be another signature scent, Chili Vanilli -- a combination of the same Chili Pepper and French Vanilla.

How do you avoid spending all your money on the other Farmer's Market booths on Saturday? Or do you go home each Saturday with a carload of vegetables, flowers and food too?

Oh that IS hard, I usually leave with something every week... just too hard to be there all day amongst the beautiful flowers, the ripe vegetables, and the aroma of fresh bread.

Do you have candle burning or entertaining, decorating with candles tip to pass along?

The Scent Simmer pots are becoming very popular. You get the scent without the flame. It's fun to create your own signature scent; by placing a Hot Apple Pie and a French Vanilla votive into the simmer pot together you create a wonderful new combination scent.

Bonus Q: What vendor would you like to see at the Farmer's Market?

I would love to see more fruit -- nothing better than being in a beautiful location like City Center Park on a sunny, gorgeous day eating fresh raspberries.

Delight in the Possibilities! Cathy Mahady

Glynda Richard: 2005 Computer Winner, Loving Mia Bella's

I got involved with Scent-Sations last summer when I found Susan Schilling's site online after doing a search on candles. Susan sent me a CD, scent samples, and a nice letter---I was hooked after smelling the samples! I am now a Ruby Distributor, working this business part-time. I have already had several fund raisers and home parties and I am working on the Internet marketing side of the business and hope to do some shows and festivals this year.

Amazingly, I had only been with Scent-Sations for about a month when I found out I was the computer winner for July 2005 in a contest that the company had going (I was unaware of the contest until I received an e-mail about the winners and my name was on it!) I received a brand new Dell computer plus a free splashpage for a year, which I am hoping will help build my downline.

As a working mother of 2 wonderful sons, I can build this business at my own pace and even retail the products to co-workers and friends---everyone LOVES the candles! The company and products are awesome and I have an excellent sponsor in Susan! I hope to make 2006 a great year for my Scent-Sations!

Glynda Richard
Louisiana

Mia Bella's: Money & Quality Life Styling

I wanted to share part of a conversation I had to day with another vendor at the upcoming Farmers Market. This chat really struck a chord with me and made me even more grateful for choosing this business and team for myself and my family.

She was saying how lucky and happy we artists are to be able to get up each day and do what we love, and be there for our children and family or even pets. We get to look forward to our day from the time we get up, even at 3AM if the passion/urge strikes. I mean how many people get up at all kinds of crazy hours because we are too full of excitement and ideas to sleep. Most people dread their workday and wouldn't get up to work at the crazy hours without a HUGE incentive.

Well while she was talking it became even clearer to me how grateful I am to love my career choice and path. Maybe my faith was lagging a little or maybe it was the right words to describe what I have been doing for the last year at just the right moment I was able to truly 'hear' them and understand the gift I have been given in this business.

This conversation today brought me such a sense of peace and well being, that I am almost speechless, though not quite, as you can see! I just wanted to share this moment of gratitude with you all.

Light a Candle, Ignite your Dream!
Lee Strickler

Deanna Haley: The Little Candle That Could, Did!



In May 2006, I celebrated my 1 year anniversary as a distributor with Scent-Sations! And what a truly phenomenal, eye-opening year it has been!

My life-altering story with Scent-

Sations began on a quiet Sunday afternoon in April of 2005 when I made a last minute decision to take my children to a local Kid's Festival. As I was minding my own business, strolling along with my children, a woman approached me. With a smile on her face and a votive candle in her hand, I wasn't real sure what to think. She then handed me the candle (cotton candy scented!) and said, "You look like you need a candle." I smiled back, wondering a bit what exactly one "looks" like when they need a candle.

But, I thanked her graciously and turned the candle over to look at the bottom of the label, which had her name, web address and phone number on it. I now knew I was dealing with Kari Andersen and SHE was a "mom making money from home". Trying to cover what could have been an awkward moment, I said to her, "HEY, I want to make money from home!" And with that she said, "Check out my website and give me a call". I placed my candle in the stroller and didn't give it much more thought as we parted ways.

When I arrived home that afternoon, I told my husband, Matt, about Kari and the "gift" she had given me. At that point in my life, I was feeling a bit down and out. As a stay-at-home mother of four, I was working 5 nights a week (avoiding daycare expenses for the two babies) and running an EBAY store during the day. It was good for our budget, but DRAINING on me and my relationship with my husband and children due to our lack of time together. I wanted to be home FULL-TIME with my children!

I set the candle on my desk, where the delicious aroma filled the air. I kept looking at the label and FINALLY went to Kari's website, curious about the candles. I looked over the business opportunity and was completely intrigued by how many different ways you could make money! About 2 weeks after receiving my "gift" and talking about this great opportunity with my husband, he finally said, "Deanna, if you don't do this, I WILL." And that's all it took! I emailed Kari, asked her some questions and JUMPED IN!

And, what an amazing year it has been! With the support of a great team and a company with strong family values, integrity and a unique "sell themselves" product line, I have learned and grown beyond anything I ever imagined! I still sit anxiously awaiting the UPS truck's arrival with my Candle of the Month, eager to smell the new scent and share it with others.

The best part of it all is that I have been able to involve my children in my business. They help me with Farmer's Markets, Booths, Home Parties, sample making and so much more. They are learning right along beside me.

On Mother's Day, I received a card from my 11 year old daughter, Alyssa. It was filled with many things "about my mom", but the one thing that stood out was what she wrote on one small area of the card. Her exact words read, "MOM ALWAYS SAYS...Mom always says always try and you will never fail. She has showed that you can succeed if you just keep trying. An example she has showed me is with her candle business. Even when she has a downer she still keeps trying." Those words were very powerful, coming from a HUGE part of my 'WHY'.

In a years time, this is what I have come to realize...there is so much more to gain from this business than financial independence. The financial aspect is, of course, what brings us here. But, once we get here and we begin taking daily action steps...no matter how big or small they are....we WILL find our successes to be many, with success being measured in so many different ways. And with my own team now growing, I find myself more passionate than ever about this business. I enjoy watching and being a part of amazing relationships that continually develop and grow daily!

What I want to share with others is that, with the right MINDSET and FOCUS, you CAN succeed in this business. My 'why' is much stronger than it was a year ago because I have allowed myself the time it takes to build a home-based business and I have reached out for support when I needed it. With the Roadmap to Success and a support system like none I have ever seen, Scent-Sations has made it easy to enjoy this business and be proud to share with others!

Thanks again Kari Andersen for giving me what I call "the little candle that could" at the right time in my life. I WILL be attending my first fling in the fall and can hardly wait! Meanwhile, I am preparing myself for the next level and am so glad you and Scent-Sations will be along side me. This is so much more than just a business...this is FUN!

Deanna Haley, MT

Hometown Heroes

Sgt. Robert Cody

Robert has been in the National Guard for 14 years now. Last March, he was activated. Of course, we were like every other family and just knew in our hearts that would never happen. The one thing I can remember my husband saying is that "I have trained for 14 years for this...This is what I want to do."

This is what he is there for... He felt that all this time was wasted if he did not do something like this.

How can you say anything to that? After training for 3-4 months, they deployed him at the end of last year. He is currently working in Abu Ghraib with the other 140-something men in his Battery.... I am thankful that he is not out on "the streets" as I know so many men and women are.

Our son is 5, and children that age are old enough to understand, but not old enough to know what to do with the feelings they have.

Robert has missed his Kindergarten year, with the exception of the 2 weeks and 4 days he was in town for R&R time. What gets us the most is that my husband will not get this important year of my son's life back. His teacher and I have done everything we can do to keep Robert in the loop, but it is the little things that I hate him missing out on the most.

My husband bought him some BDU's (military uniform) like his and it is all I can do to explain to him if he wears that in this 90 degree weather, he will be so hot! Our son is so proud of his Daddy being a "soldier" and his "hero"...and so am I.

I was looking through your website and saw the Hometown Hero page. I almost cried. THANK YOU for honoring those that serve. I see so many people that are so furious about what is going on that they don't think that we, the families are on a whole different side. OUR husbands, daddies, mom's and wives are over there. We are left without that special someone.

ANYWAY...sorry for the rambling.. I wanted to say THANK YOU

Nicole Cody
Springdale Arkansas



Spc. Daniel Watkins

This is my hero, my husband and father of my child. Less than a week ago, he helped save a friend's life in Iraq, after being hit by a mortar round. My husband was luckily not harmed but his friend was and he and another soldier had to keep him alive and stable for 23 min before the helicopter came to get him. He's been gone since last September and will return this September. I am really proud of my husband and I know he will be home soon. I just wish things didn't have to go to war because he's not

the only one making a sacrifice, myself and our daughter is as well to. She is 2 and a half and he has missed most of her life because of this war. He missed my whole pregnancy except the last week when he was able to come home from Iraq on his 2 weeks leave and then had to be on an airplane an hour after we pulled into the driveway getting home from the hospital.

He has missed so much because of the career path he decided to take before the war even started. He has given so much to get only little in return. This being his second tour in Iraq makes him a hero in itself but to me he's so much more. He's my husband and best friend and the best Dad a kid could ask for. I wanted to give you his address over there in Iraq also even if you could just send him a thanks for your sacrifice it would be great. All the soldiers feel so unappreciated sometimes and don't know why they have to go through all this but they still do and can't do anything about it but keep on trucking another day.

God Bless,
Holly Watkins

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Father's Day: A Special Gift

This year was a very special Father's Day in our home. We gave our Dad a special gift, a colorful homemade paper chain spelling 'Stay at Home Dad' on each link. You know, one of those messy gluey art projects where you make a paper chain with the fun of tearing off one link each day while counting down to a big celebration.

You see, our mom got started in this candle business almost 3 years ago. We were very young then, but everyday she would tell us stories of her dream to have our Daddy home with us.

Her dream was so exciting and fun, we started dreaming right along with her. Our home became filled with yummy smelling candles. We weren't quite sure how candles were going to bring our Daddy home, but we believed in her dream and it became our family dream.

Mom started teaching us big fancy words like vision, goals, attitude, positive thinking, and belief. I think we're the only kids in the neighborhood whose mom yells "You're unstoppable" when we're pedaling our bikes up the big giant hill by our home. She tells us we taught her about determination, courage, being in constant action, and then, she gives us a wink. We're not quite sure why she winks when she says that, but we believe.

We had a challenge this year, when thinking of ideas for a Father's Day gift, we didn't want to give dad another new tie or a dressy shirt for his job as an elementary principal. He's our hero and we needed to celebrate. Our Dad just turned in that special paper to his boss that says he's not coming back to work to anymore. We know there's a fancy word for that paper, too. A copy of that paper hung from our refrigerator these past months as it was our Christmas gift to dad. Mom said it was a gift of vision. Dad cried. You can't see too well when you have tears in your eyes so we weren't sure about mom's idea of vision, but we're learning and we believed. Now, Dad has only 13 weeks of school left.

As our mom shared another story of our dream, she noticed that the words 'stay at home dad' had exactly 13 letters in the

sentence. We wrote the sentence out on paper to make sure she was correct. We got out colored paper, glue and markers for writing our message. We giggled at the thought of making this paper chain. This was a gift Dad would never guess when shaking the present box!



So, here's our plan, when our Dad ends each school week for 13 weeks this Fall, we will help him tear off a lettered chain link in our count down. When we've reached our last chain link, he will be forever our Stay At Home Dad!

Mom says Dad will be "retired", another one of those fancy words, by Thanksgiving and it's just the beginning of our new journey. We're not quite sure what she means by that either, because our Dad doesn't seem "tired" at all - in fact, when he talks about the future, he has more energy than ever, and we believe!

What is your dream?

**Sophia and Oliver Warren; 6 and 3 years
Directors**

June 2006: Top Sponsors

01. Jackie Ulmer, CA
02. Kathy Schneider, TX
03. Kristi Meyer, IN
04. Natasha Cooper, FL
05. Carol Walker, FL

06. Deb Warren, MI
07. Kelly Wissink, MI
08. Vanessa Sheely, VA
09. Rochelle Kapetan, CT
10. Leigh Burge, SC

June 2006: Top Retailers

01. Carol Kopec, PA
02. David Basala, PA
03. Ruthann Rackham, UT
04. Otanner Candles, ON
05. Nancy Putnam, MN

06. Kasey Haugen, ND
07. Richard Miller, NV
08. Leota Dennis, ID
09. Katie Damon, CT
10. Jenny King, NJ

Distributor of the Month: Leigh Burge

It is exactly a year ago this week that I started my journey with Scent-Sations. What a journey it has been! A journey of a lifetime!

I had been with a few network marketing companies in the past, very briefly, but either the timing in my life wasn't right, or I didn't believe in the products or the opportunity was not something I could see myself succeeding with.

Making the decision to join Scent-Sations just seemed right based on the fact that I had always been a candle burner, so a business opportunity with candles seemed to me to be a no-brainer. The product was something that I could relate to and I felt that I had a passion for it, so I could actually see myself succeeding in promoting these products. The timing was also right in my life because I had a reason or a WHY for getting involved; keeping my kids out of day care and keeping me home to be a mother to them.

Once I joined the team, I could never have imagined the amount of training available to someone just getting started in Network Marketing or just getting started in a candle business. This was something that I had never experienced before in any of my other companies. With this team, not only was my sponsor someone who really cared about what goals I had for my business and working with me to figure out how to get there, but she was a source of great encouragement and inspiration. My upline was also very genuinely interested in helping me as well. I tapped into that and started to develop my business plan and plan of action.

My first 3 months in the business was a time of figuring out just how I wanted to build my business, I did some retailing, I approached organizations to do fund raisers and I began to look for ways to advertise my business online. During this time I learned what fit into my schedule as a stay at home mom with young children and what interested me the most.

The next 3 months really determined my path with my business, I became more focused and determined. I realized that I enjoyed the relationship building aspect of Network Marketing. I enjoyed talking with people and determining what were their reasons for wanting to start their own home based business; was it so they could stay home with their kids, were they close to retirement and wanted an income that could help support them thru their later years, or did they just want a little extra "play" money every month. Whatever their reasons were, I wanted to help them to



achieve their goals and dreams. The next 6 months were a whirlwind, I attended my first company convention, Fall Fling and learned so much that I came home with lots of wonderful ideas and a new vision for my business. After returning home I reached the first leadership position with the company, the position of Diamond Distributor. At this point I have team members that are excited about our products and

opportunity and are ready to start working on their future. I am coaching and training them on how to be successful in their own candle business. The Spring Fling convention was just as equally exciting and I was able to bring home even more ideas and focus. Probably one of the moments that stand out from this convention was listening to one of our candle-makers speak, Carmen Milazzo. He speaks from the heart and you can feel how much of him and his wife, Lynn, go into each candle. But something he said stuck with me. "I love failure, without it I have nothing to overcome—I am an overcomer".

One of my newest team members just signed up her first 2 business partners. This was exciting for both of us, but I was excited because as a coach you are always rooting for a team member to achieve a goal or to have a chance to experience success. Having 2 new business partners has helped her to see the power of network marketing and residual income.

I also recently reached another goal I set for myself, to be a Top Sponsor Monster, I achieved that in our May Newsletter.

It is because of the steps that I take daily and weekly in my business either to share this opportunity or to work on personal development that I have been able to experience the kind of success that I could only dream about before. The support and mentoring that I receive from my team and upline is the motivating factor in making sure that I develop myself and my team into the leaders that we want to become!

I couldn't be more proud of my partnership with Scent-Sations as well! This company really cares about everybody. Their vision for the company is to make sure that everyone has fun and makes money, in that order. I am doing just that, I am having fun showing these awesome products to people in my local area and I am making money. Because of the Internet, I am able to share our awesome opportunity with people who are also looking for a brighter future. I have a gift to give. I can't wait to see what tomorrow brings.