

MIA BELLA NEWS

July 2009

Volume 7, Issue 7

Candle of the Month: Juniper Breeze

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Winners of the Monthly Bonus Contest!

1. Cheryl Pope - \$4000

2. Jeff and Stacey Pfohl - \$1500

3. Joe and Monica Natishak - \$1000

4. Brad and Deb Warren - \$500

5. Lindsay Snyder

6. Jessica Sumner

7. Jackie Ulmer

8. Jean Holko

9. Tracy Goedken

10. Caroline Pallin

Congrats to Ranks Advancements

Susan Tonniges

5K Diamond Distributor

Daniel Vickers

Diamond Distributor

Carol Devine

Diamond Distributor

Pamela Moss

Diamond Distributor

Mia Bella Beauty Line!



The M Factors: Mineral Makeup, Marketing, and Mindset

Wow! Can the launch of a new product line be any more successful than what we've experienced these past four weeks with the introduction of Mia Bella Beauty? It's truly been remarkable, and it's just the beginning!

Mia Bella Beauty is more than natural mineral cosmetics. It's a lifestyle, and it's a game changer.

Back in March, when Bobby and Charlie first introduced the new mineral based cosmetic line at the Las Vegas Regional, you may have been thinking, "Makeup? How does that fit into my candle business?"

Great question! Let's take a look at how you can enhance your business and lifestyle with Mia Bella Beauty by exploring The M Factors; Mineral Makeup, Marketing, and Mindset.

M Factor # 1: Mineral Makeup:

Creating a natural healthy lifestyle is a huge movement in our society today. By embracing the new Mia Bella Beauty line into your business, you're creating a total "Natural Mia Bella Experience": Natural Mineral Makeup, Natural Skin Care, and Natural Wax Gourmet Candles. That translates into natural faces, natural bodies, and natural homes. You have 3 exploding "Go Green" trends wrapped into one dynamic business! Going Green never looked so good, felt so good, or smelled so good!

And, if you've ever studied direct sales, network marketing, or entrepreneurship, you know that you want to position yourself to be ahead of a growing trend and ride that momentum wave. With a powerful vision, the leaders at Scent Satations are handing you the opportunity to be ahead of these trends. The impact this can create in your business and life is stunning! How will you choose to position yourself?

M Factor # 2: Marketing

Here you are at a unique and power moment with Scent Satations and your business. Put

yourself in the best potential for success by implementing a bold marketing plan.

1. Experience and embrace your new Mia Bella Beauty product line. Purchase the new Demonstrator Kit or select an Introductory Pack, and grab a package of Mia Bella Beauty Product Catalogs. Not only will you have a few “testers”, but you’ll build your personal story of the benefits of our natural mineral cosmetics. Your enthusiasm for Mia Bella Beauty will be absolutely contagious and will springboard your success with the new product line!

2. Notify others of your new Business Expansion. If you’ve been with Scent Satations for awhile, the Mia Bella Beauty launch is the perfect opportunity to let those around you know your business is expanding. One offline method is to send a “My Business is Expanding” letter to your friends and family network.

If you’re building your business online, you probably have a growing list of business “possibility thinkers” in your autorepsonder program. Send out a broadcast email announcing Mia Bella Beauty and offer a new business info packet and catalog.

We have crafted both a “Friends and Family Business Expansion” letter and an email broadcast which can be found in your distributor back office.

3. Schedule your first of many natural beauty and spa home parties. Download the Mia Bella Beauty Home Party/Makeup Class Guide and watch the accompanying webinar located in your back office. The home party is a powerful way to incorporate all the elements of network marketing into one event. You’ll create your personal income quickly, build your customer base, network with potential business partners, and model what you do as an entrepreneur with Scent Satations.

4. Expand your Target Market. Your target market will be those that value, or would like to experience, a natural beauty lifestyle through our natural mineral cosmetics. Grab a piece of paper, write “Mineral Makeup” at the top and start brainstorming the types of people who might be interested in your products such as cosmetology students/graduates, health conscience woman, mothers with teenage daughters, etc.

Because you are building a team, your target market will also include those who are looking for a lifestyle change. Lifestyle means different things to different people, but the common theme is you’re sharing the opportunity to enhance, empower, expand, and impact someone’s life. Yes, they will love the products, but their underlying motivator is lifestyle.

5. Put your marketing strategies into action. Now that you have your target markets defined, find out where they hang out offline or online, and what they like to read. This will direct you in how, what and where to invest in your marketing time and energy.

Offline marketing ideas include home parties, presentations, local advertising through newspapers or magazines, placing product or recruiting flyers within your community, joining networking groups, and Lifestyling on the Go with catalogs, business cards, or CD handouts.

If you’re also building your business team online, search out your target market within groups or social networking communities such as Facebook, Twitter, and LinkedIn.

Please don't use these platforms to just spam people with your opportunity. The power in online networking is building your warm market by making authentic connections, creating conversations, contributing value to others, and staying consistent. Be worthy of being followed, and people will follow you, your message, and links back to your business information site. Enhance those efforts through blogging, article writing, content video sharing, and online advertising.

M Factor # 3 Mindset

What are your expectations for your success with the new Mia Bella Beauty line? As you choose to embrace or ignore the phenomena that is happening with your company and the new natural mineral cosmetics, you create your "Mia Bella Mindset".

After you read through this newsletter with its spotlight on Mia Bella Beauty, we encourage you to sit back, light a candle, write out your intentions and map out your goals. Here's your moment of truth: what do you intend to create in your business with the new Mia Bella Beauty line?

Be careful. Don't confuse goal setting with desire. People often make the mistake that if you write down everything you desire or want, that is goal setting. It is not. As Richard Brooke outlines in his book, *Mach II with your Hair On Fire*, goal setting only works when your goal becomes your MINDSET and EXPECTATION.

You must absolutely believe that what you want is actually inevitable. Then, your thoughts, feeling and actions will be aligned. You can go about achieving your goals by becoming an "outworker". Outwork your previous efforts, outwork your past limiting beliefs, outwork your current level of success by taking massive action and doing what others will not do.

We encourage you to embrace this time in Scent-Sations' history as your "game changer". Show the world your relentless dedication to your dreams!

Deb and Brad Warren
Senior Directors
Lakewood Ranch, FL



Oh my goodness..I just got my order and the packaging of the Mia Bella Beauty is stellar!!! And the tee--form fitting, organic & embroidered? Wasn't expecting that. Classy!!! Oh, the excitement!!!

The catalog is gorgeous... I am running off to get my labels... I can't wait to hand these out...

Fabulous job!!!

Here is my testimonial...



"I am a 39 year old wife and mom who is pretty much wash n' go. In my teen years, I spent a lot of time in front of a mirror, but since then my beauty routine has consisted of my absolute essentials... mascara and lipgloss. Although I liked the look of a more finished face, unless it was a special occasion, I rarely bothered because it seemed to require more time and effort than I was willing to spend. That changed when I tried Mia Bella Beauty! Now I have mineral foundation products that match my skin tone, that apply easily, quickly and give me a healthy looking glow. I love the way it evens out my often uneven skin tone too.

The colors for lips, eyes and cheeks are gorgeous and go on easily. The mascara wand is easy to maneuver and results in beautiful, natural looking lashes that last!

I am really impressed with this makeup line and how natural it looks and feels. It's funny, the first day I wore it (unbeknownst to my husband) he told me I looked "really good." The second day I wore it, he told me the same thing! My secret weapon? My upgraded beauty routine!

For a difference that you (and others) can see, try Mia Bella Beauty!

Deb Clough - New Hampshire

Boy, do I love living in New York where shipping is a "nano-second" away from when I place orders. I'm doing this in two stages: first impressions and then "my product experience".

Stage 1:

Congratulations to the marketing guys that created the Mia Bella beauty catalog and the packaging for the products. The catalogs are sized so that they will easily fit into a purse or the side pocket of a notebook.

The color combination for both catalog and the boxes for the products "works" beautifully. Bright, fresh, modern - the silver accent color on the boxes is very cool

The catalog itself is "easy to navigate" - and to flip through. Again, the color combinations and how products are arranged on the pages all works beautifully together. Presentation is a part of what we do and having simple yet classy materials to work with plus a dash of fun - that's the black-haired "bella face" logo - is going to immediately draw women in.

Stage 2:

I ordered 3 loose powders: the light foundation, the Radiance bronzer and the Luminous finishing powder. All of these products are sealed with a clear circle of plastic over the grid of squares. Take your fingernail and run it around the outer edge of that seal until you find the "tab end" to pull up. This may take a bit of doing, but, you will be able to peel that plastic off.

I used very small amounts of everything, figuring that I could always go back and apply more. The Radiance bronzer is a rich color - use it sparingly until you get the hang of it. I

thought I'd used too much (and I know I didn't) - I just blending it in and it kept looking more and more natural...

Eye shadows: I ordered three to play with - the two that work well together are the Perfect Plum and Rosewater. I applied Rosewater all over the lids of both eyes and used Plum as a liner very close to the base of my lashes and in the outer corners of my eyes. Peridot - this is for another day - it's going to clash with the other two. Mascara: brown - I'm really fussy about the applicator, and this one rocks! (Mascara should be tossed out after 30 days - another helpful hint, if you didn't already know this.)

The Luminous finishing powder - hope I don't offend anyone, but OMG! This product feels lighter than silk! (Don't know how they did it, and don't have to.) If you don't know the phrase: "up sell", then learn it here. You are going to want to suggest that everyone includes this product with their order. I applied it after the light foundation and the bronzer - can't wait to use it all by itself just to see how it performs on it's own.

Things to try: you don't have to be a make-up expert - go and find one. I certainly intend to do this. Do some fun research and find someone skilled in applying color and ask her if she'd apply your Mia Bella products on your face, so you'll know better how to work with them. Have a fun conversation with that person and see where it goes.

I LOVE these products!!!

Kathy H Porter, New York

As a long time user of mineral based makeup I was eager to try Scent-Sation's Mia Bella Beauty natural mineral based makeup. The very morning the products were available to order, Shep and I ordered the Demonstrator Pack and other items which we felt were important to have available in introducing this new product line to our customers. The several days it took to receive our order was well worth the wait! I had to try them immediately and began sharing them with my friends and customers. After a week or so of experience, I love the Mia Bella Beauty products and would like to point out why:

1) The mineral foundation powder improves the softness of my skin, does not look powdery or chalky, and is very silky and natural.

2) The colors available in the foundation line are available to complement every skin tone.

3) The eye shadow and blush color palettes are lovely and fashion forward to say the least.

4) Every woman that has tried the makeup has been impressed, impressed enough to place an order. One customer has used very high end cosmetics for some time. She was immediately surprised how our colors blend, the moisturizing effect, and stated that she can wear eye shadow and blush colors that she never could wear when she tried them in her old makeup line. Finally, another customer noted immediately how 'comfortable' Bella Beauty felt on her skin.

I placed an order for a few hundred dollars in pre-sold product after having had the Demonstrator Pack for less than a week.

I believe that having the full kit and every color in every item makes a HUGE difference.

Women were trying color combinations they haven't normally chosen – and loved it! That increases the satisfaction factor AND increases sales. By July 1st I am certain that this kit will have more than paid for itself.

Jan Kuester, WA

I love the makeup. I don't wear makeup at all but decided to try ours. The mascara is especially nice. My eyes are very sensitive and all the mascara that I have tried has irritated my eyes. So far I have not had that problem with our mascara.

Jean Holko

(From a customer of Jeannie Morgan)

“It's been 7 days now since I've applied my Mia Bella Mascara daily and love it! I haven't worn mascara for several years due to the fact it makes my eyes itch and I also look like a tarantula sometimes! This mascara goes on lightly and looks very natural... no itching eyes for me now! Thank you!

I am also using the Bronzer and like the "natural" look I get with that. Now I can look like I've been out in the sun without the harmful effects!

Great products! Highly recommend them!”

Barbara

I just wanted to share a little story about our new make-up line. I used BE for years and must admit, I loved it but not the price! Anyway, when I became disabled and had used up all my BE I quit wearing make-up completely. Not a good idea for all the ladies out there even those of you with beautiful skin. There are free radicals in the air and of course the damage from the UV Rays of the sun (even on a cloudy day). So, we all need to wear a good protection foundation if nothing else each and every day.

Anyway, back to my story, as I said earlier, I quit wearing make up and could not wait until Bella Beauty became available. Of course I ordered my first order and when it came, I immediately went into the bathroom and cleansed my face (with my Bella bar of course) I used my moisturizer and applied my Bella Beauty make-up.

Now most of you do not know but I live with a roommate who at times can be obnoxious and I have never EVER been complimented by him in all the years I have known him!

I noticed at the dinner table he kept looking at me and finally I said why do you keep looking at me? He said "Something about you looks different, you look like your glowing or something"; "is something up with you?" I said no not that I can think of and he said do you have make up on? I said yes I got my Bella Beauty today and I decided to put it on... in the five (5) years I have known this man he finally said it~!!!! He said "wow, you really look great, you look about 10 years YOUNGER, you need to wear that all the time"! If I

hadn't been sitting at the table I would have fallen!

True story and I will never, I repeat, NEVER EVER go without my Bella Beauty make up again. I wear it now even if I'm staying home and I have to admit, as much as I thought I loved BE, somehow I think my face feels softer with Bella Beauty and unless I just forgot I don't remember the BE feeling this light on my face.

Ladies, if you haven't tried our newest product; do yourself a favor and buy it and wear it daily if for no other reason than the protection. However, I'm a firm believer if you want to sell something you have to be a believer in the product and you must use the product to become a believer.

Guys, I know your thinking I'm not going to start wearing make up but buy it for your wife, significant other, your mother, sister, aunt whoever and just look at the difference when they put it on. You will also become a believer. Thank you for our wonderful new product!

Cindy Underwood

WOW!!! I'm not much of a make up user and often tell people I'm not a foo foo kind of gal.

Most of the mascaras, even the expensive ones, always sting my eyes! And makeup takes up to much time to deal with every day so I just do not wear it. Taking good care of my skin using quality skin care over the years has been a priority and now I'm using all gluten free products.

First thing I noticed was the mascara did not STING my eyes!!! I was sold AND absolutely LOVE the lip gloss! It even taste good! It's so pretty on too and it's good to know it's Gluten Free so passing that long to others. I'm using the Ginger and will be buying some others colors. That product is going to get used a lot! Especially with the dry air here in Austin.

This mineral makeup also goes on in a flash! At least for me!

Great job and thanks again for bringing us this fabulous healthy cosmetic line that will help all our businesses generate more revenues!

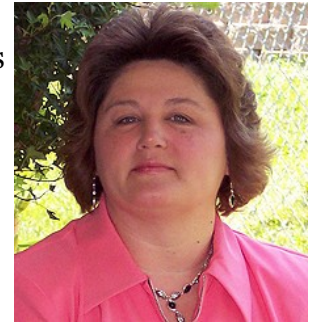
Sue Seward - Director Austin, Texas

I tried the new Bella Beauty line this weekend. I ordered the foundation and the loose luminous powder. All I can say is that I LOVE it!! I have used Bare Minerals for years as a member of their Bare Minerals club where they automatically ship their foundation and powder to me every couple of months. Well, after using the Bella Beauty makeup this weekend, I called Bare Minerals this morning and canceled my club membership. Our foundation and powder is much finer & it looked absolutely amazing when I put it on. I also used less then I normally would with Bare Minerals. I will have no qualms about promoting our makeup.

Christina Henarie

I can not say enough how impressed I am of this new product line. I have tried many others on the market at all price factors, not only is this the BEST I have ever used, my new customers would also agree, it is the FINEST QUALITY.

The new doors this product opens will surely keep everyone busy and hurl everyone's commissions into hyperdrive. I can't wait to attend FLING this year!



Stephanie Blaker

There is great potential with the Mia Bella Beauty Line in the Teenage Market. As the mother of a 14 year old daughter, just starting to use makeup, I am thrilled to have a healthier option for her skin; an option that looks fresh, without being too heavy; and something that is affordable for all. So many teenagers already are experiencing some skin issues and the last thing they need is to make things worse with heavy, chemical, liquid makeup. Mia Bella's Natural Mineral Makeup is the perfect answer to great looking teenage skin, with a healthy component that won't further challenge teenage skin issues. We are already planning a makeup party for my daughter and her friends (their moms, too!)

Jackie Ulmer, California

Just had to share a couple things with you. First yesterday was my 4 year anniversary with Scent-Sations. Time sure goes by fast when you are having fun.

Well over the last week I have started to promote the Mia Bella Beauty line. This morning I woke up to an email that someone had placed a retail order. I logged in to the back office to see what the order was and found the largest retail order that anyone has ever placed with me online in the last 4 years. Turns out this person ordered \$399.47 of all Beauty products!!! Yes that is right a four hundred dollar online order from a new customer!!!

Man I love this business. This time of year things normally slow down a little for my candle sales. This new line is going to help pick up the slack during the off "candle" season.

Thanks for all you do!!

Jeff & Stacey Pfohl

I share my happiness in sharing my success story of the mineral makeup home party that I did last Saturday evening (June 13,2009). I had 6 attendees that night. It was informal but yet effective. My guests had so much fun w/ the makeup as well as the chocolate chip cookies & party snack that i set on the table. I lighted a Mia Bella Candle and set up a little showcase of our scent & signature candles aside from the mineral makeup demo kit. As the guests comes in I handed them a personal profile form and give

them a door prize (a votive or other cute item). Before the start of the makeup demo, I invited them to wash their hands w/ the Bella hand wash & clean their face w/ the Bella Bar. Then I Handed them a sample packet of the Bella Balm. In this manner, they get to test each of the Mia Bella Hand & Body products. All the guests have appreciated our products; and letting them use our products have helped their decision-making of buying our products.

To attain full participation of the makeup demo, we decided to gather around the table so we are facing & talking to each other giving us that comfortable feeling of being part of the family. I taught them informally about our products (candles & mineral makeup) and the benefits of mineral makeup. The "how to" about makeup application?, it was a group effort. Everybody had joy sharing their opinion of the transformation effect of the Mia Bella makeup and what shade or color is best for each of us. In the process, we teach... & .. we learn from each other, adding so much fun, laughter and excitement.

I, personally would say that the Bella Beauty is such a gorgeous product. I am so happy that I am a Distributor of the Mia Bella Makeup. Yesterday was my first time ever to personally witness the tremendous change of what Mia Bella makeup can do.. My guest Danielle, a 4th grader, she is already beautiful w/o makeup, but after putting Mia Bella makeup she looked so gorgeous & very pretty. The makeup added that "natural beauty look" but have that elegant and fashionable look.



Danille's & Yadira's "before & after" Mia Bella makeup application. Yadira's picture clearly shows the trememdous transformation of what Mia Bella makeup can do.

All my other guests, Angie, Pam, Cyndi, Bessie & Yadira, they are all everyday makeup user w/ preferred makeup brand. But after trying our Mia Bella makeup, couldn't help but admit that our makeup was way, way different from their current makeup brand. They keep on saying "Oh, I love this shade! I love this eyeshadow! Oh, this blush is so gorgeous! and the names of the blush, I tell you it caught their attention. They found it so unique & fun. In short, they love the makeup. the elegant natural beauty look of it and the light feeling & freshness that it gives. So, to make the long night short they all place orders & feel excited to share their wonderful makeup home party experience to their friends & co-workers.

Prior to the makeup home party, I was also at the village marketplace showcasing our Bella Beauty & gourmet candles. A customer came and said she saw my ad at the store bulletin 2 days ago and she wanted to get the eyeshadow. I told her that this is my demo kit & what she can do for now is to place an order of her preferred eyeshadow. But she could not wait for another week. She repeatedly keep on asking me to let her take the eyeshadow right away. She said: " I have waited for two days already since I saw your ad and now that i found you, I want to get it now". I didn't want to disappoint her so I decided to sell her the eyeshadow of her choice... she took the "champagne & Cinnamon".

Then another customer came in and bought the sunkissed blush, adore lipstick & adore lip gloss. I couldn't help but sell it because as soon as people gets to see the makeup, they wanted to buy it right away. So for the day, my combined sales reaches \$401.90 plus the fact that I have so much fun for the day, had meet & make new friends. On Monday, I will be having another makeup home party for just 2 ladies. This is smaller in number but this will be another fun day. Then next month. July, I have planned for a "Tea Cup Swap Meet" inviting the entire community to swap their tea cup & meet new friends & new products. I will incorporate a showcase of our gourmet candles & Bella Beauty products in my tea cup swap meet. This swap meet will be experimental but I'm doing my best to make it successful.

To our Scent-Sations family, thank you for all the hard work, the good product, the support system, the team leaders & members. I appreciate each & everyone of you.

Miguela Horner
Craig, Alaska

I went home at lunch to get my package so it wouldn't set out in the heat all day (i also couldn't wait to get it and try it).

I put it on at the house then came back to work. I had my friend come over to my office to check it out and she said that as soon as she walked in the door she noticed a difference in my makeup. She said the color looked really good on me.

To my surprise, when I got home last night my makeup was still on! I have a bad habit of putting my hands on my face throughout the day and it did not come off.

I absolutely love this makeup! It is so easy to put on. I am hooked for life!

When I got up this morning I could hardly wait to get ready and put on my makeup. Again, I have received several compliments on how good my makeup looks.

Have I already told you I LOVE this MAKEUP!!!

Carol Mutz, Oklahoma

You Need to Be a Product of Your Products!!

One thing I learned a long time ago in network marketing, is that it is imperative that you "become a product of your product."

What does that mean? It means that if you are working a business around certain products, you had better be using those products. If you're selling the makeup, you should be using the makeup. If you're selling the candles, you should be using the candles.

If you're selling the Bella Balm, you should be using the Bella Balm.

My point is this: how can you build belief in your company and your products if you aren't a fervent believer by being a user? The short answer is, you cannot! You must be a product of the product - let every one of your prospects and potential business partners know the products work because you use them!

Whatever products you have in your home where the same type of products are available from Scent-Sations should be replaced. Still buying pump soap from another company? Toss it and replace it with the Bella Wash! Are you using some other soap besides the Bella Bars? I hope not! What about hand lotion? Are you using the Bella Balm? The same goes for the makeup! If you're not at least trying the new Mia Bella Cosmetics you're doing yourself, your customers and your company a disservice!

Use the products so you can passionately recommend the products. The only way to be a "product of the product" is by using them - period! If you use the products, let your prospects know it! Become a passionate consumer and a passionate advocate for your products - they will be that much easier to sell when you are simply sharing your story and your experiences with them.

Charlie Umphred
Vice President, Scent-Sations, Inc.

“Charlie I agree with your words you sent us in the email today about using product. I was a candle user and everyone knew it but when it came to the Hand Wash or the Bella Balm I displayed it at my shows but did not use it. I did not sell very much of it and it wasn't until I replaced everything in my home with Mia Bella products did my Hand wash and Bella Balm sales start flying. I have so many guest in my home wash thier hands and as they are walking smelling thier hands saying WOW this stuff is amazing. Where did you get it? I laugh and say its Mia Bella how many do you want?”

As you know we just moved into our brand new home and well lets say we are overwhelmed with rock. I have spent so much time outside and my back to the sun that I burnt to the point of turing purple. I had just read the newsletter with the suggestion of the Bella Balm on a sunburn. Well I needed to try something so I did. My friends are all amazed that one I didnt peel and two I wasn't complaining about the pain. They are amazed that I actually tanned up and kept the color. I simply smiled and said its Bella Balm and how many do you want?

Just thought I would share with you today and thank you so much for such an amazing company and a wonderful opportunity to provide for my family. Have a wonderful week.”

Delilah Purcell

~ Explore ~ Dream ~ Discover ~

One of our nation's most beloved authors, Mark Twain once said:

**“Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails.
~ Explore ~ Dream ~ Discover ~ “**



With the nation's birthday just around the corner, I have paused and thought about all those who came before us.

Pictures and images have filled my mind. Visions of pilgrims crossing a seemingly endless ocean in a small cramped rat infested ship; soldiers crossing the frozen Delaware River in their bare frostbitten feet on Christmas day; pioneers leaving the comforts of home and family behind as they pushed west, across the prairies and over the Rockies to the Pacific shore of our great nation. It occurred to me that they all had a great thing in common.

They had a vision of a better life, of freedom, and wealth; and an uncontrollable burning desire to pursue those dreams and make them reality. Every freedom we enjoy today is because at sometime, one or more of our ancestors had a vision, set a goal, created a plan and let no obstacle stand in their way.

Every one of us has these same desires inside us and if we apply the same simple techniques, we too will obtain our wildest dreams.

So I started doing some inward searching and evaluating my own life. I wondered “What could be holding me back from reaching my goals?” The answer came to me quite quickly; fear. The biggest stumbling block we all face is emotional pain; the fear of rejection, a luxury our ancestors did not have.

I must tell you that after I put all these ponderings into perspective, my fear disappeared like grilled chicken at a 4th of July picnic. Rejection and emotional pain was a luxury our ancestors did not have time to enjoy. They had REAL problems. They were too worried about dying from diseases carried by the rats on those tiny wooden ships, or losing their limbs, life and liberty to the elements, war and the unknown and uncharted. But it didn't stop them.

They had a lot to overcome; we only have ourselves. Think about this the next time you hesitate to approach someone or hand your card to the cashier. How will you feel twenty years from now? Where will you be twenty years from now?

Explore and discover what lies beyond your comfort zone, and understand that “your current safe boundaries were once unknown frontiers.*” Let no obstacle stand in the way of your dreams and never lose sight of your goals.

Judy C Williams

Big Business Mindset!!!

Mindset is the only true thing that is duplicable, in my experience.

Charlie started telling me this some time back, and as time grew and I paid attention, I began to believe it based on my own experiences.

Every other form of duplication comes down to choice.

Mindset is the key to duplication because when you find a "way" or system" (whether it be warm market; creating influence online or offline or even buying leads) that you are excited about and "resonate" with, you will be successful.

When your mindset is even slightly off, however, you won't achieve what you want.

I have watched dozens of leaders do nothing but call opportunity leads, and have success.

I have watched others work their warm market, and have success.

And, I have personally used online methods of attraction marketing (having leads come to me) and had success.

I tried the other two ways, and the reality is, my mindset was never in the right place for either of them, and I had some success, but lacked any drive to continue. I know these methods work, there is no question about that.

I did, and do, LOVE connecting with people online, offering value, content, creating videos, writing articles, blogging, etc. I roll out of bed ready to GO each day. I never have to question what I am going to do that day to market my business.

And, I have success.

And, I have many on my team duplicating it. And, others who are not. And, both are right in their choice.

Here is the thing - for those who are not duplicating it, their mindset is off around this way of marketing, just as my mindset is off regarding other methods. They don't resonate with it, or enjoy it. And, that is okay. They do not have to do it. They shouldn't do it, most likely, because just like me trying methods that don't fit my passion, the success just isn't there. Nor the excitement about doing it.

But, that does not mean it doesn't work, and I would suggest that they try other ways that DO resonate and make them excited about working their business.

The key to leadership when there are multiple ways to build a business is be open to coaching those on your team in whatever methods they choose. Embrace the diversity and get excited about what that creates in your group. It is exciting!

When I get someone started my goal is to find out what method he/she is excited about embracing and lead with that. When I am asked "what is the best way to...." my answer is always the same - there is no "best way" that fits everyone. There is only the best way for you. Find that and work it!

Look for people who have the right mindset and you have a winner, no matter what method! Look for those willing to develop their own skill set around the methods they have chosen and stand back!

EXPECT Success!

Jackie Ulmer

Big Dawg Got It!

My husband is affectionately called "Big Dawg" by our friends. He came into my life right after I sent my other 'big dog', a large and very unfriendly German Shepherd, to her forever home at a no-kill shelter in the western part of our state. Needless to say, this Big Dawg is a huge improvement, although at over 6' 4" tall (he claims 6' 2"!), Native American and very mellow, he definitely draws as much attention as she did. He does not blend! He does however, go the extra mile regularly to make me happy.

On May 2nd that extra mile was a 2-hour trek from our home to seacoast NH to attend our first Mia Bella's event, Rockstar Recruiting. He had been supportive but not much involved since I joined Mia Bella's in November 2008 and definitely went this day just to keep me company.

That all changed when Charlie got up to speak. He started by referring to his brief encounter with motorcycles, Big Dawg's other #1 love, and then launched his incredible training on how to make money with Mia Bella's. As I listened, my eyes slightly glazed over because I am NOT a math person, but I suddenly realized that Big Dawg was focused so intently on Charlie, the charts, and what he was hearing that he forgot to breathe! We were seated at the rear of the room and he stood up to see the charts more clearly, drinking in every word of Charlie's presentation. As the room exploded in applause, he leaned down to me and said I have to go talk to him, now, and he was gone, across the room

What Big Dawg "got" was the possibility of what Mia Bella's offers! He "got" the math, the charts, and he connected with Charlie's assertion that you don't need to be a candle person or talk candles to succeed. He "got" that Mia Bella's isn't just another MLM sucking out money from the lower levels to feed the upper ones. He "got" that the help, advice, support are all there, all in place for anyone who wants to apply the effort and proven procedures and improve their lives. He "got" that you reap what you sow in this company and that the only way you fail is if you choose to. He came home and started on his list! He made phone calls. He never leaves the house without sales brochures and scent samples and business cards tucked into the center console of his truck. And he keeps me going. We are on our way, building contacts, warm marketing and believing!

Never Discount Anyone From the Business!

I am a substitute teacher during the school year and I always take scent samples to lay on the desk when I teach. Several high school students have asked about the candles this way and they take the samples home with them. I also told every student who asked about the candles to call me if they wanted to be in their own business or knew someone else who may be interested. (Usually, they would say things like, "My mom would love this.")

One of the students recently called me about working a summer job. I told her that I could only talk to her about this business as long as a parent or guardian was there. (I never want to give the impression to anyone that I am trying to "recruit" unwitting teens!)

I set the appointment at 5:00 the next day and went to meet with the student and her mother. I gave the student the business presentation and asked her what expectations for herself she had set. She was hesitant and said she only wanted to work for someone else right now. Next we discussed the pro's and con's of working for yourself versus someone else. When I showed her the compensation plan her eyes lit up. She still was too unsure of herself and I knew the time was not right for her.

I asked her and her mother if they had any other questions for me and the mother spoke up and said, "Can I do this?" and I replied, "You want to sign-up to be a distributor"? She replied, "Yes" and we sat and signed her up!

The mother had been sitting quietly most of this time and this was such a big surprise to me! Although, now that I have had time to reflect, I should not really be all that suprised...this is a great company with great products and when someone can see the good thing it is, then the information and the products have worked in harmony.

I would say to all new distributors just what has been said to me over and over again, "Never discount anyone when talking to others about this business. You never know who may be listening!"

Deborah Whittington

Showing the Products Put Money In My Pocket That Day!

I have been very busy taking care of my Mom lately and have not had the time to devote to going out and contacting people one on one. But last Thursday I had to take a lady a candle, so decided to make a day of it. First I went to the Restaurant where, I used to work.

I took the Sweet Pea Jar and some votives in with me. I like to treat the girls to one of our latest scents now and then. I sold the jar and 2 votives, plus one of my regular

customers will be placing her order after vacation next week.

From there I went to the Health Department to touch base with my friend Marcie and see how she is doing(last year I did a fundraiser with her and two of her friends) Marcie is a Breast Cancer Survivor. She bought a Angel Wing jar and a Sweet pea votive. We are sitting up a Fundraiser using the Angel Wing Jar and the Simmer Pot w/Angel Wing Melts. We also sit up a Makeup Clinic.

From there I went to Mt. Morris to drop off the Candle. The lady was excited to get her Sweet Orange and Chili Pepper Candle and she bought a bag of Mia Melts. Her husband drives a semi and he uses the melts in his truck. She is also having a book party. She pulled out of her drive as I left, she called me 20 minutes later and said all her friends are loving the SO & CP. So she expects sells to be great. All and all I had a great day.

Faye Blanchard

Mia Bella's Fundraiser Raises \$1368.52!

I joined Scent-Sations in Feb 2007 and have accomplished quite a few goals in this short time. One of the goals was to try the fundraising part of the company. I just completed my biggest fundraiser for a High School friend that I reconnected with on facebook.

My friend Claire Scuilara's baby girl died of Leukemia in Dec 08. We did a fundraiser in honor of her daughter Savana Ashlan Scuilara for the Leukemia & Lymphoma Society.

Between her family and friends they were able to sell 214 candles and additional money was collected with the onlie fundraiser tracking system. A total of \$1368.52 was raised for this great organization.

My profits from this fundraser were great and couldn't have come at a better time. I actually visualized it. A technique that I learned while on board with Scentsations!

I just felt that this was a great opportunity for me to share with you how great this fundraiser turned out and wanted to thank you for giving me the opportunity to grow with such a great company!

Christine Elias

Awesome Week: And I Earned Over \$30 Per Hour!

I wanted to share with you the awesome week I had with our candles last week. I worked at the Army Airforce Exchange on the base and in 3 days, I sold \$1000.00 in candles! Then I was at my regular monthly show and sold another \$200.00.

The reason this seems so phenomenal to me is that on the first day we had such high winds that the air show was not held, tents were blowing away, but I sold about \$200.00 that day; the 2nd day brought heavy rains and I still sold another \$200.00; then came the perfect day the next week (not at the base though, but at the headquarters) and I sold \$600.00 in one day. (The amazing thing is people kept coming by as we were packing up and said they did not know we were out there today and they were asking when we would be back!) My regular show that is held one weekend every month was a little low this time; only \$200.00, but it was Memorial Day weekend and people were out of town or visiting with other family so the traffic was a little slow. (Normally, this 2 day event produces about \$400.00 in sales)

I only share this to show how powerful the smell and sell technique is when retailing. I needed some extra cash for a trip I wanted to take and I made the money I set for my goal.

It's funny though, At the Army Airforce Exchange, I needed one more candle to be sold in order to meet the goal I had set for the money I wanted to make. It was 15 minutes before closing time, the people coming out of the building were going home and did not want to stop and shop. The other vendors had either packed up early and left or were already packing up, but I was still up and running. My boyfriend's niece who is a college student was helping me and I told her "We need one more sale in order to reach the goal today" She looked at me with those crystal blue eyes and long blond hair and told me not to worry. At 5 minutes before closing time two guys walked up and started talking to my boyfriend's niece and before they walked away, one of them purchased the last candle for my quota! Ahh ,how I long for the day when I can look at people and make them want to buy something. Lol.

But the best part of this is that I am paying myself an average of \$30.00 an hour to sell candles, instead of making \$15.00 an hour at a J.O.B. I absolutely love the freedom to decide when I work and where I work. This coupled with my team building efforts is going to be the best choice I ever made for myself and I see the bigger picture!

This is the best company out there and the best smelling one too! And one last thought comes to mind; If the opportunity to make this kind of money is there with candles, just imagine the opportunity that exists for the new Bella Beauty Line! I get dizzy thinking about how that will be repeated business that turns faster than candles. (Don't get me wrong here, I will still sell candles) but makeup is used so much faster than the candles and I know this will be big!

Sending best wishes to each of you for success in your business too!

Deborah Whittington

The Daily 1/2 dozen

Upon returning from Vegas, I've been listening each morning ... then together with my husband we listen at lunch to the 'reading of' The Slight Edge (as suggested in Vegas) by Clouse ---- remember, Michael mentioned that he'd been mentored by Jeff Olson, the author for 10 years ... and what I appreciate about the audio over the written book is the first CD is not the reading of the book but of Jeff's thoughts on 'thinking' and WHY it's so important.

If you don't have the book, get it! If you don't have the audio of the book, get it! FANTASTIC material!

I know that as a team, when I 'evaluate' our training and what we teach ... we do a LOT of step by step and perfecting the SKILLS of prospecting, presenting, duplication and leadership BUT we BEGIN with then emphasis the importance of 'continuing education' in the area of working on SELF (and thinking).

And I'm sure many of you were on Cathy Mahady's Saturday training a few weeks back... look at the Daily 1/2 dozen again - (notice the parts on reading and listening daily?)

So what are The Daily 1/2 Dozen Things that will make 80% of the difference? Take a look...

Your Daily Activity

1. Using your personal success planner, focus on your goals for 15 minutes each day! Know "where" you're going and "why?"
2. Listen to 30 minutes of an audiobook or CD every day! Remember to focus on: Prospect—because you've got to find 'em. Presentation —because you've got to enroll 'em. And Duplication—because you've got to turn 'em into leaders who can do the same. Therefore, each month go to work on getting better in one area of your business.
3. Read ten pages of a good book every day. Remember if you can read and you choose not to, you are illiterate by choice! The "Your Library" link on nexera.com offers a great selection to choose from.
4. Expose two new prospects every day using a system anyone can duplicate (audio and video tapes, CDs and DVDs, e-mail and Website, two-on-one, or live event). And if you want to learn how to more quickly grow your empire, use the simple, proven, and extremely effective concepts taught on our best-selling audio program, Your Your Prospecting Toolbox available through nexera.com/ypt.
5. Follow-up with your prospects... Get them "in" and then get them "involved!" Because if they see you as a successful business-builder—and as a friend—they will stay in the game even longer.
6. Follow through with your distributors—those you've perceived as potential leaders. Meet with them weekly for the first year—at the weekly events—and invest some quality

one-on-one time with them as well. Because, again, this business is not about getting them in, it's about keeping them in... And they're not "in" until they're involved.

You don't need to work every day—but on the days you do work, these are the daily activities designed to make you a superstar. Remember: Easy to do! Easy not to do!

For the next three months, experience success by doing The Daily 1/2 Dozen Things, and watch your organization multiply.

Kathy Schneider

Distributors on the Go

Charity Harrison

From Diamond Distributor, Jackie Ladner:

“I would like take this moment and congratulate a Rising Star on my team Charity Harrison.

Charity came aboard our Mia Bella Team on May 1st 2009. She joined Jackie Taylor's candle team. She was a friend of Jackies, the both of them are Navy Seabee wives, and Jackie and Charity knew each other through a family support group for the deployed spouses of Navy Seabees.

Recently Charity gave a presentation in front of several business women online to present the Mia Bella opportunity and I was so proud of how well Charity was prepared, worked on her script, and was ready the day of the presentation and did beautifully.

Charity has completed all her training, and has many talents, she has a A+ contagious personality, that you just fall in love with her, every time you talk to her, she is the type of girl that gets the job done no matter what. She has a positive attitude 100% of the time always lifting up others and keeping a positive spirit about herself. Charity will show up at 7am, or 7pm, and will participate in anything I ask her to do. Charity has the qualites of a true team leader, has taken it s low, relaxed, and has absorbed every bit and piece of the Mia Bella opportunity I have shared with her.

So far we have had several home parties with her first party selling over \$350 in products, and has several more parties scheduled this month! She has also went into strange waters by dipping into areas unknown to her like internet marketing, social networking, and making phone calls and team recruiting. I am so proud of how Charity is ready for action at all times. She is open to learn new things and not afraid to make a mistake and learn from it. I am pleased to have her on my team and I wanted to share with you the very first internet presentation Charity wrote by herself and it was amazing”

From Charity:

I live on the beautiful Mississippi Gulf Coast with the love of my life, Chris, who is a Navy Seabee along with our 2 dogs and 2 cats.

I have always wanted to work from home so when I came across Mia Bella Gourmet Candles through Jackie Taylor I was on board from the very beginning. I was familiar with the candles and their magnificent scents.

Once I seen the name I quickly went and found the Mia Melts I still had from 2 years ago. I opened the bag and it smelt so wonderful, just like the first day I opened it.

I had one concern when I signed up; I feared I was going to be left alone and I was going to struggle before I could find my niche and make my business profitable.

I am pleased to say that everyone I have ran across in the Mia Bella Gourmet Candle business has been such an asset.

Our Uplines are passionate about helping others who have a sincere interest in starting their own home based business to make a choice that's right for us, respecting that we all have our own unique background, available time, talents, goals and vision.

Together we developed a solid, realistic plan of action, and provide the training and resources I need to succeed.

I love the freedom of having a home based business. I get to plan my own schedule. There are no quotas and no need to have products on hand.

Jessica Sumner

I have always been the kind of person who just goes for things, jumps right in and “takes the plunge” as some people put it. Well, that is exactly what I did when I decided to join the Mia Bella group and I am happy to report that I have not regretted it even for one day.

As a wife and stay at home mom of three children I had recently put school on hold so that my husband could pursue a masters degree in Economics. I had been going to school for a while and was finally getting to the classes that I loved when we had to make the decision for me to stay home and it took a toll on me that I didn't quit expect. I decided that I needed to do something just for myself. Being a mom is such a precious gift but every woman knows that sometimes we just need to feel like we are doing something in the “adult world”. I decided to research different areas of at home businesses and when it came down to it Mia Bella had the best rewards and the most promising business plan. I joined the company after two days without even seeing the products because the one inch stack of papers I had printed off for my husband to look over showed this company fit everything I was looking for in a business.

So I did what I usually do and jumped right in with both feet. I ordered the fast pack and once it arrived I gave myself a headache smelling all of the scents in my scent bag. I booked my first party at my own home to introduce my family and friends to my new

business and it could not have gone better. They were all supportive and they of course loved all the products. My business has just taken off from there as I have continued to have home parties booked constantly and am now building my own down-line. I ordered some different votives and made shredded samples to send to my family and friends who were far away and now have a great customer base from a distance also. I attended my first meeting in Billings where I was able to meet my up-line Cheryl and Kari and found friends that I am not sure what I would do without now. The support from both of them has been phenomenal and only gives me more motivation and encouragement to succeed. I am going to Fling here in a few months and am so excited to once again see friends that I have made since joining this wonderful company.

My at home business has given me back a little piece of myself, the one that sometimes gets lost in all the crazy yet joyful times of being a wife and mother. I get to talk about business and I love to do at home parties where it gives me a chance to mingle with women and always make new friends. I have known from day one that I made the right decision in picking Mia Bella to help me succeed in having a successful at home business.

Bridgette Ledet

From Diamond Distributor, Jackie Ladner:

“I would like to take this moment and introduce to you a dynamic part of our team- Bridgette Ledet. Bridgette has been a real asset to our team from the first day I met her. Even through her struggles of losing a child this year, and recovering from losing her home in 2005 from Hurricane Katrina, rebuilding her life, and working a full time job plus being a grandmother, mom, and wife she has soared past all her fears, and doubts, and pain and made this business happen for her! Bridgette is the true example of how when you want something bad enough, and you have a need, and a desire to reach that goal, you can achieve anything in life! Thank you Bridgette for all your hard work! “

My name is Bridgette Ledet. I am 47 years old, a wife, mother and grandmother. I lost my oldest son on February 19, 2009. My son's name was Elliot and he was profoundly disabled. Elliot needed me for everything as he could not walk, talk or even eat for himself. He was much like a baby all his life and had many health issues. I wouldn't trade one day of time with him and if asked to do it all over again I would in a heart beat.

I miss my son very much and have experienced an emptiness that I can't begin to describe. When Elliot passed away my family was already experiencing financial hardships due to the economy and the extra expenses involved with going in and out of the hospital, loss of time at work and the extra traveling involved. So when Elliot passed away we found ourselves broke and with no insurance to bury our precious angel. I work full time and was luckily able to borrow the money from my job.

But, while I was fortunate to have this I have to pay it back each month out of my check to the tune of 200.00. As any can imagine in this economy that has really hurt my family. I am a supervisor at a local casino and flexibility is a key part of my job and in fact I can not hold a second job and remain a supervisor because we are opened 24 hours a day 7 days a week. Faced with how to get this 200.00 back each month I started thinking of a way to make extra money.

I already had a Myspace of my own and I had been receiving blogs from Jackie Ladner about the Mia Bella Gourmet Candle Opportunity. Most of the time I just ignored them and then one day I got a request to register for a free candle drawing. I filled it out and the next thing I know Jackie was on the phone with me. She sold me on trying the candle business.

I joined March 11, 2009. I read up on things and worked on building me a Myspace for my business and getting me registered in a few social networking sites. I tried to do some of my training and getting things set up. Part-time for now is my intention but each day that I work my business I love it more and more! It has helped me fill some of the void I am feeling ...not that anything can replace my son but this has certainly helped me stay busy.

I have also met new people and that was important as well because I have only lived in Mississippi since Hurricane Katrina destroyed our home in Louisiana. Having to rebuild the home we are living in now has taken much of my time so meeting people in the area was secondary to rebuilding our lives all over again! I have sold parttime since March 18th over 1200.00 in product.

This month for the month of June I am already at 550.00 in sales from my first fundraiser! I also have two parties to do this month so I actually think that I will sell 1000.00 worth of product this month alone!. My primary goal is to make the 200.00 each month to offset the loan note however the sky is the limit! If I could make enough to replace my salary from the casino I would gladly come home and be a WAHM with a smile! Thanks Mia Bella and Thanks Jackie Ladner for your constant guidance and support during this most difficult time in my life!

Ronette O'Tool



I joined Scent-Sations in August 2008. It took me some time to decide that this is what I really want to do and to see how much this business has to offer. I have done some retailing and fund raisers. I really enjoyed helping the young people at the teen center.

The appreciation I felt in helping them raise the funds for their first event was Wonderful!

I am planning a big open house this month, to introduce the Bella Beauty line. Some of my friends are going to help me advertise this fun day in a forty miles radius from my house. I'm expecting it to be a really busy and fun filled day.

I am spending my time learning from our leaders to build my business. We really have some great leaders in this company. Everyone is so helpful and caring. It feels like a whole big family. I am really enjoying all the training they provide.

I have sets of bead stacker's with the top fifteen scents of the season. I have at least two book parties going a week. Everyone is having so much fun passing all the wonderful scents around and sharing their favorites.

Hometown Heroes

Shelly Williams IT



Shelly Williams as seen on behind President Obama's left shoulder.

My daughter, Shelly preinlisted while she was in high school in 1998. She went in after graduation in 1999. She was stationed in Hawaii after basic training where she met her now husband Peter. After her period there, she was transferred to Norfolk Va., where she has been stationed since.

Her first son was born in Hawaii. Upon her return after her deployment for 6 months, she then got stationed in Va.. with a reup for 5 more years. She then was deployed again to the Black and Dead Sea's for 6 months 3 years ago. She has been stationed now in Bagdad

since Dec. 2008. She left behind her husband taking care of the two boys this time. Every other time, I kept the boys. And I want to say one thing, if you haven't ever experience a ship coming into port after deployment, it is something to see. It gives you such a feeling of Pride and Joy in your heart that you can't explain it in words. When they pull in and the ship is covered in red, white and blue ribbons and all the sailors standing at attention around the whole ship and the National Anthem being played, it really brings tears to your eyes.

She has really worked hard for advancement. She is a E6 right now eligible for E7 (she is up for Chief right now). She is a information systems technician. She works with networks and communications. She operates their local area network and maintains all shore to shore and shore to sea satellite communications while she is in Bagdad. When our President was in Bagdad last month she had the honor of being one of the 24 people chosen to be on stage with him. She thought that was a great honor to be so close to the President of the U.S. and being able to shake his hand and talk with him. Her time over there will be up and she will be home again in August. I can't wait, my heart and nerves need a break from all the stress with her being over there. She find out if she makes Chief when she gets back. She has been up for Salior of the year twice and was awarded with it once. This is also the second time she has been up for Cheif, and I hope that she gets it this time, as she has been in longer now (somehow you period of service has to do with it). But her scores on all of her tests have been the highest in her class. As a matter of fact, I was told that the next time they have a test, the guys were going to lock her in a closet so she couldn't take it, lol.

Shelly is a special person to me. It is not everyone that would leave their children and husband to do what she does for our country.. I am so proud of her for doing what she does. But as she once told me, she does it not only for our country, but for her children and other children in our country. They need a safe place to live. Now, in November, her husband will go out to sea for 6 months (no wonder they never have a argument, they are not together long enough to do so). They have a special love of each other and our country that permits then to do what they do. They both have just reinlisted for 6 more years.

Thank You for the oppportunity to let you know about her

Connie Williams

Cpl Aaron J. Brothers

Cpl Aaron J. Brothers serves our country in the Marines. He lost his mom in 2008, while on a tour of duty in Iraq. It came as a blow as he was flown home to attend his mother's funeral. He is currently stationed in Afghanistan.

Top 10 Retailers for June

1. Richard Neigum, AB CAN
2. Deborah Whittington, TX
3. Richard & Cindy Beenblossom, NE
4. Kristi Rizo, TX
5. Adam Julian, PA
6. Susan & Brian Hines, NY
7. Amy Gabel, MT
8. Brenda Micheel, MN
9. Dawn Rohlik, MN
10. Deborah Smith, AZ

Top 10 Sponsors for June

1. Cheryl Pope, IL
2. Joseph & Monica Natishak, PA
3. Jeff & Stacey Pfohl, TX
4. Damaris Marrero, TN
5. Jackie Ulmer, CA
6. Lori Clark, CO
7. Jean Holko, NC
8. Edward Kopec, PA
9. Brenda Prickette, MN
10. Janie Dickens, NC

Last Year's Top Selling Candles for July

1. Sweet Orange & Chili Pepper
2. French Vanilla
3. Angel Wings
4. Sex on the Beach
5. Chili Vanilli
6. Hot Apple Pie
7. Japanese Pear
8. Fresh Linen
9. Fresh Laundry
10. Pomegranate
11. Key Lime Pie
12. Apple Cinnamon
13. Creme Brulee
14. Asian Plum
15. Coconuts & Lime

Next Month's COTM



Harvest Time