

# Candle Business eCourse

"Learn to Earn Before You Burn"



Free to Relax Team

Learn the details of our business and be prepared to succeed prior to actually making the commitment to becoming a distributor with Scent-Sations, Inc. and our Free to Relax Team.

You may be confused by all the options available to you in starting an affordable home based business. We want you to make the best choice for you and your family. Thus, we are ready to teach you what you need to know in order to make an informed decision.

This eBook will provide you with “How to Lessons” on the three ways to earn money with our business, Scent-Sations, Inc. –

- Retailing
- Fundraising
- Team Building

We hope that our willingness to train you first will assure you of the ongoing support you will receive after you have made the decision to join the Free to Relax Team and begin building your own home based business.

It's our recommendation that you subscribe to our "Candle Business eCourse Discussion Group," which is made up of experienced Scent-Sations distributors within our team. You'll not only be able to ask questions and get those questions answered, but you'll experience first hand the dedication, support, and friendship we offer to all of our partners in business.

You can join the Course Discussion Group by sending a blank email to:  
[CandleBusinessCourse-subscribe@yahoogroups.com](mailto:CandleBusinessCourse-subscribe@yahoogroups.com)

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Congratulations! You have finished the Candle Business eCourse

## Welcome to the "Candle Business eCourse"

We suggest that you PRINT out each lesson and create a 'notebook,' as you'll want to make notes, highlight particular areas of interest to you, and jot down questions needing clarification.

It's estimated that the Candle Business eCourse will give you a jump start of at least three months, should you decide Scent-Sations is the right business for you. That gives the eCourse a value of no less than \$149.

We created this series of Candle Business Lessons at no cost to you though. We want you to be prepared to make the best decision for you and your family BEFORE you invest any money in your new business.

It's our opinion, if we educate and train you prior to beginning your business --- your success is as close to guaranteed as it can be!

Our goal is for you to begin to earn money the VERY FIRST week in your new business.

If you are like many who are looking for their own business, you are confused with all the options out there. With the Internet now --- we have access to so much information and at times it can become overwhelming with all the choices.

We hope you understand our commitment. The fact that we are willing to train you first should assure you of the support you will receive AFTER you actually get started!

With Scent-Sations, the products we offer, and with the right preparation, a new distributor can earn money just as soon as their first order is received.

It is possible to earn money three ways with Scent-Sations, Inc.;

- Retailing
- Fundraising
- Team Building

Be sure and attend the eCourse Workshops to hear 10 - 20 minute audios (with follow along worksheets) to learn the details on each of the options for earning money with this business <http://www.eCourseWorkshops.com>

The course will be broken down to explain each of these areas. We will give you tips and suggestions of PROVEN methods that will bring in money to you!

In addition, you'll learn about the products and the options for getting started.

We have also included a lesson explaining Network Marketing for those who are not clear about what the 'industry' is or who have had family and friends involved in one of 'those things' and it didn't work. There is a reason why.

We guarantee each lesson will be full of value and useful information that you won't be able to stop reading until you have finished the eCourse.

Once you become a distributor with our Free to Relax Team, you will receive access to our Team's Exclusive Team Building System, a complete plug and play program, which includes:

- this Candle Business eCourse and Discussion Group
- eCourse Online Workshops with audio recordings and worksheets
- Training and Resource Website
- Discussion Group for distributors only
- Education and Training Forum
- Business Prospecting Website
- Marketing Splash Page
- Lead Programs and Candle Specific Advertising Co-op
- Contact Management
- Weekly Training Calls and Webinars (live and recorded)
- Unending Sponsor and Upline Support
- and much more!

## **Candle Business Lesson #1: You Are in the Right Place If ...**

... any of the ten items listed below apply to you. Starting a home business could be just what you are looking for if ...

### **1. You love to learn.**

A career in Network Marketing is a college education onto itself. You will have the opportunity to learn so many new things. You'll learn about your product, your company, the industry, and yourself. You'll get to learn through reading books and newsletters, listening to audios, and attending company and industry conferences / seminars. You will not be the same person. The opportunity to grow personally and professionally is phenomenal.

### **2. You need some tax write-offs.**

There is no better tax benefit than a small business and a home based business is considered just that. The government wants to reward small businesses because they are who grow the economy. Many things that you would incur as expenses anyways are now able to be deducted as business expenses. Things such as medical expenses, meals, mileage, wages paid to your children, educational materials, and electronic equipment like computers.

### **3. You want to be recognized for your accomplishments.**

Direct Sales and Network Marketing companies are known for the support you receive from your upline and the company. Everyone wants to see you succeed and is excited to reward you for it. Accomplishments are recognized with company newsletter articles, certificates / pins / plaques, car bonuses, "on stage appearances" at conventions, award dinners, and special gifts such as spa treatments.

### **4. You recommend things you enjoy and use to your friends and family.**

That is really all this business is. We use a product we enjoy, and we share the information about it with others. Just like when you recommend a movie or a restaurant that you have enjoyed. But with Network Marketing, you get paid for sharing information and products with others.

### **5. You like to have freedom of choice.**

You choose when you get up in the morning, when you want a raise, when you want a promotion. Your income and title are up to you, not a boss who doesn't understand your needs. You choose if you want to take a day off in the middle of the week. No need to fake an illness to get to go shopping or play golf. You just do it!

### **6. You need a flexible work schedule.**

Network Marketing is the perfect career model for busy people who want to start this part time. A home business is great for students who need to work around a class schedule, for moms and dads who want to be available for their children and their activities, and

corporate professionals who want to change careers but need to work it around their jobs at first. You determine how many and what hours you will work.

**7. Your boss and co-workers drive you crazy.**

You don't get to choose your fellow workers in a job. They may not have the same work ethic or values as you. And just think about how much time you HAVE to spend with people you may not even like. But in your Network Marketing business, you are the boss and you get to decide who you will partner with. Many of my business partners have become my best friends.

**8. You feel underappreciated.**

There is not a more rewarding career than Network Marketing. The premise is that as a team, every one achieves more. Your upline knows that their success depends upon your success. An atmosphere of respect and appreciation is common. Your contributions are honored, for without them, the team doesn't move forward.

**9. You love to teach / coach / help others.**

Those with a passion for helping others do very well in Network Marketing. The more you help others, the more your income increases. Whether it is to help a customer solve a problem with your product or to help a new partner develop their business. There is a lot of satisfaction in seeing those you have mentored achieve success.

**10. You have a dream.**

Are there things you want out of life, places you want to go, things you want to achieve? A career in Network Marketing offers freedom. It can buy you time. Time buys you choices. Choices buy you freedom. Freedom allows you to accomplish your dreams.

What is YOUR dream and is it time you started living it? We want to show you how you can begin doing just that. Take few minutes to watch our Team Dream Video <http://www.GottaBeSomethingMore.com>

## **Candle Business Lesson #2: Option for Starting a Business is Right For You?**

As someone who is looking for a home based business, you are probably looking at all your options. I know for me, finding a business that offered true flexibility was important. I wanted something that allowed me the ability to work my business into my schedule. I wanted something that allowed me to attend my child's activities and didn't require that I spend several nights a week away from my home doing parties in someone else's home. Yet, I also wanted a business that would grow over time to provide the financial freedom we all dream about.

But which option is right for YOU?

### **Retail Customer**

You can continue to purchase quality, natural products at retail. Seven years ago Charlie Umphred, Robert Scocozzo and Carmen Milazzo started this business in the basement of a house. Today, our company has a thriving corporate headquarters and sales of 15 MILLION dollars each year. Why? Because our products are that good!

*Amazingly, this candle scent infuses the living room in less than five minutes. Not with an overpowering scent - but the gentle fragrance of a REAL Gardenia.  
Kim, TX*

### **Wholesale Buyer**

Some people just LOVE candles, mineral makeup and other natural products. They don't want to pay the retail price for those items though, so they purchase their items at wholesale. Similar to other wholesale stores like Sam's Club or Costco, you can purchase slightly larger quantities but save substantially over traditional retail prices.

### **Part-Time Network Marketer**

Some people just want a little extra. By becoming a Part-Time Distributor, you have the ability to enjoy our products at a discount while making a little extra money for yourself! Whether you decide to sell our gourmet products, become involved in local fundraising events, or start building a team of distributors, you will have a little extra cash to help you out.

People often begin their businesses with the idea of making an extra \$500 or \$1,000 a month. How does making a car payment, taking a family vacation, or contributing to a college or retirement fund sound?

*I ordered a case of jars for an open house that I am doing this weekend. I got my case yesterday and by the end of the day I only had four jars left for the open house.*

*The funny thing is that I didn't even leave my house. I had one person that got three jars, and she called her friend to come by and check them out and she got two jars. Tracey, TX*

### **Full-Time Network Marketer**

Don't let the title fool you. A typical Full-Time Network Marketer works between 7-15 hours per week over a 2-5 year period. But the rewards can be huge! There are people in the Network Marketing industry that earn \$10,000, \$50,000, and even \$100,000 – per month! From home!

Is that legal? Think about this. The Network Marketing Industry is very similar to the insurance industry. When you purchase car insurance, chances are you met with an agent, signed some papers, and are billed on a regular basis. But that insurance agent is paid over and over again for that one time sign up. Each time you renew your policy (or just pay the bill) the agent is paid. Network Marketing works just the same.

*I wish I would have been on the training calls long ago. I wish I would have listened to my team leaders long ago about the tools that are available to team members.*

*Those of us trying to build a business can't thank you guys enough for going before us and figuring out what works! You make this so easy that ANYONE can do it, if they only will! Joan, LA*

If Network Marketing is something that is new to you, or maybe a little confusing, take 15 minutes to watch a short video. Be sure to select the Live Version, unless your Internet is dial-up. You will find it very helpful. <http://www.FreeToRelaxMovie.com>

So which option is right for you? Are you looking for a discount on best in class products or are you looking to make some real money?

## **Candle Business Lesson #3: Why Candles?**

First, let us clarify something. We want to be sure you understand that the REAL PRODUCT being offered to you is OPPORTUNITY!

Opportunity for you to earn more MONEY!

Opportunity for you to have control of your TIME!

The primary vehicle (or product) for the opportunity is a candle! Not just any candle, though. It is a clean burning, gourmet scented Mia Bella candle.

Now, let us explain, “why candles”...

- candles are a product used in 80% of households in the USA and Canada
- candles are a product with a simple 5 second demonstration
- the fragrance market generates nearly \$8.4 Billion in annual sales (that’s a big pie!)
- a company that has grown by an average of 40% yearly since 2002
- a company that is debt free
- all of the above calculates to more opportunity for you ... more money and time

Our Business Model can provide the income that will create the lifestyle. The lifestyle that we know you are looking to live daily.

Take 13 minutes and view the short video presentation located on the website of the distributor with whom you are working. You need to see the type of lifestyle we are talking about.

## **Candle Business Lesson #4: Benefits of Having Your Own Scent-Sations Business**

Many people aren't aware of the countless benefits available for those who are self-employed. In this Lesson, we are going to explore a few of those benefits:

- 1) **Tax Advantages** – the tax advantages alone should be enough to make anyone want to be in business for themselves. As a business owner there are many write-offs and deductions available to you that are not an option for someone who is simply an “employee”. You can find out more about these benefits by visiting with a local financial advisor and/or accountant.
- 2) **Small Investment + Low Overhead** – as a home business owner, you have a VERY small initial investment compared to a business owner wanting to open up a retail store or become involved in a franchise. Face it, what other opportunity allows you to get your business off the ground for around \$50.00? Also, as a home business owner you will have no employees and no physical building to maintain; this keeps your monthly overhead LOW.
- 3) **Flexible Hours** – Guess who's the boss when you start your own home business? That's right, YOU are! As your own boss you have flexible hours and can work around your schedule rather than around the schedule of your boss. No set vacation days here! Owning your own business will give you the freedom and flexibility you've always wanted to spend more time with your family, to travel or to pursue any other hobbies that may interest you.
- 4) **They Work for You!** – As owner of your Scent-Sations business, you have an entire corporate team working for YOU! The legal, shipping, marketing, management, IT, and manufacturing departments are all run from the Scent-Sations corporate office and are working on your behalf to constantly improve the company and expand the benefits available to you. So, unlike a traditional business owner, you will be in business FOR yourself, but never BY yourself.
- 5) **Your Personal Business Coach** – Your sponsor and upline are like your own personal business coaches! They want to see you succeed as badly as you do, and part of their commitment to you is to help you realize that success. They will provide the kind training, encouragement, and support that you would never receive with a traditional business model. If you opened your own coffee shop, do you think the Starbucks' manager down the street would help train you on the best way to get customers to your store? Of course not! As the owner of your own Scent-Sations business you don't have competitors, you have friends!

- 6) Another important benefit that you'll want to think about is the fact that there is **NO Income Ceiling!** You will earn as much as you are willing to work for, and the leverage that you receive from others on your team will allow your income to grow far higher than what would be possible if you were working alone. And this career model doesn't discriminate, women have an equal opportunity to earn as much as, if not more, than their male counterparts.

These are just a few of the many benefits that come from owning your own Scent-Sations business.

So if you are interested in a business with a low start-up investment, low overhead, flexible hours, an endless stream of training and support along with the tax advantages available to traditional business owners, and unlimited income potential, then owning your own Scent-Sations business might just be the way to go!

## **Candle Business Lesson #5: Product Overview**

If you have not joined the “eCourse Discussion Group,” we highly suggest you do so by sending a blank email to:

[CandleBusinessCourse-subscribe@yahoo.com](mailto:CandleBusinessCourse-subscribe@yahoo.com)

You can see and read more about each of these products first hand if you’ll visit the website of the team member with whom you are working.

Okay, let’s move on to the various product lines.

### **Candles and Accessories**

- 16 oz. Jars in over 100 scents
- 2 ½ oz Votives in each of the same scents as the jars
- Mia Melts or wax tarts in each of the same scents as the jars and votives
- Scent-Simmer electric flameless melting pot
- 20 oz Signature Series coffee table candles with beautiful color layers
- Spa Satiations, our sophisticated spa candle line
- Mia Bella Bakery featuring very authentic hand painted Pies and a Cinnamon Bella Bun that looks and smells like it was just baked...yummy!

### **Bath and Body**

- Bella Cleansing Bars (shower, shave and shampoo) available in several best selling scents
- Bella Balm Hand and Foot Lotion
- Foaming Hand Wash available in our signature Sweet Orange and Chili Pepper scent

### **Bella Beauty Natural Mineral Makeup**

- Mineral Foundations that include Loose Powder Foundation, Pressed Powder Foundation, a Bronzer and a Finisher with added Soy Protein and Vitamin E
- Blush in 5 rich tones to finish off the perfect face
- Eye Shadow in 16 stunning colors each with a high content of pearl for added sparkle
- Slim Line Lipstick in 10 beautiful shades. They enhance your natural color for a fresh look
- Lip Gloss in 10 high gloss shades. Made with Sun Flower Oil that acts as a moisturizer while adding a beautiful shine

- Mascara made with natural ingredients to form a rich, lash-separating look that will last for hours!
- A Brush Collection designed to bring out the best in your beauty

**Car Air Fresheners** available in a couple of our best selling scents.

As you can see, one of the reasons so many of us are having such success with this business is the simplicity of the product line.

You don't have to show anyone "how to" burn a candle or "how to" use a bar of soap! Once they have tried a Mia Bella's Candle or a Bella Bar, it's the only candle or soap they want! And the Mineral Makeup line is easy to use as well. Repeat customers are common.

If you have not already experienced our candles, bath and body products, or our mineral makeup line, consider ordering the product of your choice from the Online Store.

Ready to join our team and begin living the life you desire? Get back to the distributor that has referred you here to this eCourse.

## **Candle Business Lesson #6: Candle Product Knowledge**

Why Buy Mia Bella's Natural Gourmet Candles?

They burn clean! You won't find any of that black stuff on your jars or your walls. With Mia Bella's Candles you can breathe easy knowing that you will have a clean, healthy burning candle in your home.

Natural wax candles that burn clean are the hottest candle on the market!

Think about it. People don't want all that black gunk in the air, and everyone is looking for ways to be 'environmentally friendly'. Mia Bella's are also triple-scented. There is NO other candle like this!

We are excited to be able to offer this product knowing that we are helping to create a healthier environment.

Are you looking for a great performing soy candle? So were we until we found out about a better way to make soot-free candles!

Although soy candles are one of the newer innovations in candle technology, many "gourmet candle lovers" have been switching to natural vegetable wax candles instead!

Our master candle maker was one of the original innovators of low soot and soot free candle technology. Like most candle makers of that period (late 1990s), he started his quest by working with soy wax. But he soon found that, although soy was indeed a great way to create a low soot candle, it wasn't (in his opinion) the right material for our Gourmet Candles!

He believed gourmet candle burners want strongly scented candles that cover a larger area and give a more realistic scent. What he found was that natural vegetable wax candles, not only burned just as clean as a soy candle, but could hold more scent. More scent means a better "gourmet" candle.

With our gourmet candles the consumer gets the healthier qualities of a cleaner burning candle, but they also get maximum value and performance! It isn't necessary to sacrifice performance for a healthier alternative. The performance you will get with our gourmet vegetable blend is incredible to the very end!

We challenge you to test one of our natural vegetable wax candles. Order your Starter Package and see why it has become known as the "Best Performing Candle on the market today."

We feel confident that you will agree with us that soy candles "don't hold a flame" to natural vegetable wax candles! Want to know why we are so confident? Because we also took the challenge – and now we only burn natural vegetable wax candles. In fact, we only burn ONE specific natural wax candle -- the Mia Bella's Candle!

If you are looking for the best smelling, best performing, and lowest soot producing candle on the market -- you've come to the right place! Experience the difference! Try a Mia Bella Gourmet Candle and find out why more and more homes across America and Canada are enjoying the Mia Bella experience!

### **Stories about what others are saying about our products!**

"Our patients love these candles. We always have them burning in our clinic, and our patients buy them for themselves and as gifts for friends." -Dr. Kennelly, PA

"I took a few cases of Mia Bella's Candles to a local street fair and simply placed them on a table and let people smell them. I sold fifty candles in two hours." -Bob, MI

"I keep a few cases of Mia Bella's Candles in my car and simply allow people to 'smell my business.' Not only have I sold a lot of candles, but also set up two fundraisers through my customers." -Melissa, ID

A variety of flyers describing the benefits of the Mia Bella Gourmet Candle and the Bella Cleansing Bars are available on our Team Resource Website for distributors to display at shows, home parties, open houses, in retail stores, etc.

You can see more of our products at the Online Retail Store of the distributor with whom you are working.

Beginning to get a bit excited about the possibilities of this business?

Ready to join our team and begin living the life you desire? Ready to take control of your time?

## Candle Business Lesson #7: Mineral Makeup Product Knowledge

Wow! Scent-Sations has done it again. In June 2009, they released another superb product line, the Mia Bella Beauty line, featuring Natural Mineral Makeup! This “Best in Class” product line was built around the positive benefits associated with Soy Protein and Vitamin E.

The added Soy Protein acts as a moisturizer and helps improve skin elasticity while the Vitamin E is a natural anti-oxidant that works to slow down the aging process. And of course, there are no animal byproducts used nor are our products tested on animals.

The addition of our new makeup line is just another example of how our company offers products that are high demand products for our customers. And, of course, we benefit too by being able to purchase our own beauty products at wholesale cost. And who doesn't want to purchase their makeup at a significant discount when compared to department store prices?

One of the best benefits of having a business with Scent-Sations is the flexibility that is offered to distributors! We understand that not everyone will want to be involved in a “makeup business.” And that's okay. After all, we are, first and foremost, a gourmet candle company.

But our company is about providing the best options for its distributor base! As a distributor, you have the option to include the makeup in your business or not – it's your choice! The Mia Bella Beauty line has its own separate catalog, allowing each distributor to decide if they want to have a gourmet candle business, a “best in class” mineral makeup business, or a business featuring both product lines.

Would you like to know what products are available? I thought so. Here is a sampling of the products available...

Product	Distributor Wholesale	Suggested Retail
Powder Foundation	\$15.35	\$21.95
Pressed Powder	\$13.26	\$18.95
Bronzer and Finisher	\$15.35	\$21.95
Eye Shadow	\$ 9.75	\$13.95
Blush	\$12.55	\$17.95
Mascara	\$ 9.75	\$13.95
Slim Line Lipstick	\$ 8.95	\$12.95
Lip Gloss	\$ 8.95	\$12.95
Brush Collection	\$41.95	\$59.95

Whether you want to add high quality makeup to your candle business or just want to enjoy a personal discount, you will be happy to know that these natural products are made in the USA.

If you would like to try any of the mineral makeup products listed, please visit with the distributor with whom you are working.

## **Candle Business Lesson #8: Success Stories from Members of the Free to Relax Team**

We appreciate the time you are taking to look at your options with our Free to Relax Team. We find some of the most powerful information one can gather while doing their research to determine if this business is a good fit for them, is to actually hear what others have to say. So we thought we'd share a few stories about how easy and duplicatable our business is, even for the brand new distributor.

"I cannot thank you enough for all of the hard work you put into this Candle Fundraiser. I feel extra lucky to have this support around me, and these candles are a constant reminder that we will reach our goal. We were able to raise over \$1,300 in two weeks with just over 20 kids participating and now we have some great new sound equipment for the studio. The kids love it and I hope you take special pride in the fact that you made it all happen. Thank you so much!"

*~~ Donna B, CA*

"Building a team has never been easier! I've tried several other companies and product lines and this is by far the best I've found. To actually work with a company that offers quality products that people want at a comparable price to other gourmet products with a compensation plan that is easy to understand and allows people to make money through retailing, fundraising or team building is impressive.

This business isn't for everyone, but those looking for an opportunity with company leadership with high integrity and ideals and a team with all the tools they need to be successful already in place would do well to consider Scent-Sations and the Free to Relax Team!"

*~~ Carol B, WI*

"When I first started my business, I was stunned at how many people were very excited and willing to help me get my business growing FAST! Even people who weren't going to earn a penny from helping me were investing their time and effort.

Today, FOUR YEARS later, I continue to get help and input from those same people, and many more who have joined us since that time. This team has really developed into a close group of people who genuinely care about me and the success, of not only my business, but my life, too."

*~~ Tracey G, TX*

"This System is a team builder's dream come true. I have never seen any type of System like this before. It is the whole package. From Candle Specific Leads, to a contact management system, to a calendar and to do list, to an autoresponder – all in one! And the best part is that there is virtually NO set up – it's all handled for you. It doesn't get any easier – or better – than that!"

~~ *Kim C, MN*

"Since starting with Scent-Sations, I have immediately hit the pavement running and haven't stopped. I have passed out business cards everywhere I go, the waiter, restrooms, car windshields, bank tellers or anyone that I stand in line with at the check out line.

I have also purchased a life style bag and take it with me whenever I go shopping or just going into the post office. I simply put my lifestyle bag up on the counter and people start to ask, 'What is that wonderful smell?' and then I simply use the 'Smell and Sell' method.

For me, the best part of retailing is seeing the customer's face light up when you sell them a candle. Seeing how excited people get over candles makes me realize that I have made the right decision in joining Scent-Sations."

~~ *Rebekah C, AL*

"After being involved with four other companies, I was about to give up on having my own business. I was never much for scented candles until my sponsor sent me one to try. I could not believe how great they were. So I found a company that had the products that lived up to the name.

My next step was to try and find training, but figured I would have to find a way to train myself on the products and how to run a business. Little did I know that immediately I had two training sites at my disposal, people who were welcoming me to the team and offering to help me get started. This is when I found out what a true team was all about. There was and still is someone always ready to step up to the plate to help me with a problem. This was a first for me, and after two years with the Free to Relax Team, I can honestly say that it was the best decision I have ever made."

~~ *Jean H, NC*

These are real team members with real successes. We would love to have you experience some of these same successes in your own business.

Listen to our team's Online Workshops to hear more examples of how easy this business can be -- whether you choose to retail, fundraise, or team build.

<http://www.eCourseWorkshops.com>

Then checkout out what makes the Free to Relax Team so unique -- we have many tools and resources that are specific to our team. Visit the Team Benefits page of the website of the person who has referred you to this eCourse.

## **Candle Business Lesson #9: What is Network Marketing?**

Maybe you are already familiar with Network Marketing.

Maybe you haven't a clue what that is.

Perhaps you are like a lot of people, you've heard some things about it, some good and some not so good.

That's not unlike any other profession, though, is it?

There are good doctors, doing a lot of good things for a lot of people, and there are some doctors who get a lot of press by harming good people. And mistakes are made in the medical profession, as well.

Just like Network Marketing.

There are a lot of Network Marketers dedicated to helping people reach for their dreams, committed to teaching an easy to learn system that, when followed, will provide the vehicle to the lifestyle they've always dreamed of.

Then there are others who are only concerned about getting what they want and don't bother to teach and coach others. Zig Ziglar said it best when he said, "*You can have anything you want in life, if you help enough people get what they want.*" The Free to Relax Team speaks of this quote often!

**Network Marketing is basically a system of marketing and delivering of products or services directly to the end user.** Goods or services are moved through a 'network' of independent contractors (distributors or representatives).

It's a system that cuts out the middle man. And it's hot!

Where a Traditional Company spends \$50 million advertising their product, a Network Marketing Company spends their money paying ordinary people like me and you to sell the product and find others to do the same.

Check out this short movie and explanation of why this marketing structure is so effective. Be sure to select the Live Version, unless you are on dial-up Internet - <http://www.FreeToRelaxMovie.com>

Network Marketing has provided positive lifestyle changes for thousands of men and women in America alone.

You can have a lot of fun in this industry and it's financially rewarding.

### **Why Network Marketing Could be For You;**

- The success stories are many.
- It is available for everyone.
- In 7 to 10 hours a week, you can accrue income of several hundred to several thousand dollars a month.
- Most companies in this industry offer a very low cost of getting started in your business. So if after beginning, you find your choice is not for you, you haven't spent very much money up front.
- With companies downsizing, job security isn't what it was for most of our parents.
- Most people can't retire on what they're earning - even if they could KEEP that money coming in.
- Who really ENJOYS exchanging their lifetime hours from nine to five for not enough money at the end of the month?
- There has never been a time any better than right now --- this minute --- to build your own business.
- You can make a little or A LOT of money ---- it's up to you!
- And, WE HAVE FUN!

### **Facts You Should Know About Our Business**

- Is it easy? NO! Is it doable for anyone? YES!
- Building a solid, walk away income takes time so plan for that. You may have heard the term, "Get Rich Slow."
- Learn while you earn --- if you learn a lot fast, you'll earn a lot fast (that's what this eCourse and all the training we offer is for).
- Find a product you can really believe in. Do you burn candles or know anyone else who does? Then get started today!
- Sad but true, most people quit because they expect it to come easy.
- They would rather sit in front of their TV. But if you never give up, you will have success. We see it happening everyday.
- Scent-Sations is a growing, solid, and debt-free company.
- The lead distributors in this company are already earning substantial MONTHLY incomes. Would you like to be in that group?

To fully understand our compensation plan take a look at this Online Workshop - <http://www.FiveGetFive.com>

As a team, our main focus is ongoing education and training on our business and the products we offer but more importantly, we offer encouraging, ongoing personal development. How we develop as individuals is the most important ingredient to success. It's been proven over and over again, "your business will grow only as much as you grow!"

We'd like to offer you a "free gift." It's the eBook version of the title, ***The Fifth Principle, The Secret to Network Marketing Greatness***, by Michael S. Clouse. If you will send an email to the distributor with whom you are working and ask for the eBook, they'll be glad to send it. Once a distributor, your training will cover all the areas of this book, as each applies specifically to Scent-Sations.

Becoming a better friend, wife, husband, mother, father, business partner, and any other 'title' is an ongoing goal for those focused on reaching the TOP in this business. In your search for a company and a team to partner with, you want to look for one that embraces this statement. The Free to Relax Team does 100%.

## **Candle Business Lesson #10: Retailing**

The first thing we want to MAKE VERY clear ---- PLEASE highlight this statement:

You DO NOT have to do everything we're teaching you! You don't even have to sell the products at all! If you're interested in putting cash in your pocket today though, then retail is an avenue you will want to pursue!

Choose the suggestions that you will enjoy. There are many ways to retail and not one distributor does them all!

**Online Ordering** for your customers is available on your personalized Scent-Sation's website, if that is an avenue you wish to pursue.

As Distributors, we each have a website that is designed and managed for us by the Corporate Staff. There is no set up fee or additional cost for this website; it is part of the Autoship Program.

Take a look at the Online Store of the person you are working with to get an idea of what you'll also receive as part of your membership in the Program.

While you are at their website, order a candle to try for yourself. You'll see why customers everywhere are calling the Mia Bella the "Best Performing Candles Ever Made."

Retailing can also be done through Home Parties, your own Open House, Craft / Boutique Shows, Farmer's Markets, Women's Expos, Home and Garden Shows, Door to Door, Lunch by Candlelight, making crafts like scented bears or from creating votive roses, sachets or even gift baskets.

Retail can also be done by just dropping off a votive to a friend or stopping by with your Scent Sample Bag. Be ready to take orders and take money.

Probably the easiest (and least expensive) way to succeed with our candles is to simply use the "Show, Smell, Tell and SELL!" method.

Let people See, Hold and Smell your candles. Then simply tell the benefits of natural alternative wax (watch for a lesson on this, too) and your story-- WHY YOU love Mia Bella's Candles so much.

Check out all the options for making money through retailing and request the **Product Price List** on the Retailing page of the distributor's website.

Each month, as a distributor we have the option of receiving one dozen votives in the newest scent. If you will take those 12 votives, remove the wicks (they just slide out of the bottom), place the votives in a large zip lock bag, then gently step / crush them into a powder that you spoon into the tiny 2" zip lock bags.

You attach the scent samples to business cards, catalogs and brochures and then share with people you come into contact with.

The scent cards are good for handing out in 'masses' because the cost is so low, the catalogs are for those interested in buying product, and the brochures are for anyone interested in earning some extra money.

Oh --- and the MOST IMPORTANT thing to mention about these 'priceless scent samples' is that a dozen votives will make over 150 samples! Scent samples are a very cost effective marketing tool.

Here's a business tip we call "The 3-a-Day Road to Riches" ---

Can you make a simple commitment to do at least 3 "show and smell" demonstrations a day, 5 days a week?

If you can, you'll be virtually assuring yourself of a vibrant, growing business. And please don't think you have to be a "salesperson" to achieve success with these candles. Simply make new friends, smile, have fun, and just be yourself --- let the wonderful Mia Bella's scents do the selling for you.

**Your List** - we suggest you begin this now - then when you decide to start your business and your products arrive, you'll have this step complete and you'll be ready to start earning money right away.

Your written list of prospects is your most basic and powerful tool.

Use the suggestions below to begin creating a list of people that you will

- a. "Smell and Sell" your candles to
- b. Ask to host a party
- c. Ask to partner with for a fundraiser
- d. Ask if they need to earn some extra money
- e. Ask WHO THEY KNOW that might be interested in a party, fundraiser, or the business opportunity

(REMEMBER: choose the areas that interest you!)

Don't pre-judge ANYONE! You just never know what will come of your efforts to share your business.

Immediate family, uncles, aunts, cousins, close friends, co-workers, church, organizations, former co-workers, schoolmates, neighbors, and everyone else is an option.

Accountant  
Aerobics Class  
Airline / Airport  
Antiques  
Apartment  
Architect  
Attorney  
Automobile  
Babysitters  
Banker  
Bars / Clubs  
Barber  
Bible Study  
Bowling  
Business Owners  
Camping / RV  
Caretaker  
Chiropractors  
College  
Computers  
Contractors  
Day Care  
Deli / Coffee shop  
Dentists  
Diet Industry  
Doctors  
Dry Cleaners  
Education  
Electrician  
Farming  
Fishing / Boating  
Fundraising Groups  
Gardens  
Gen X'ers  
Golf  
Government  
Hair / Nail Salon  
Handy-person

Health Clubs  
Hunting  
Insurance  
Internet  
Labor Unions  
Management  
Manufacturing  
Martial Arts  
Mechanics  
Military  
Politics  
Printers  
PTA  
Real Estate  
Restaurant  
Retail  
Retired  
Sales  
Scouting  
Sports Teams  
Teachers  
Volunteers

Carry a notepad with you to add to your list as you think of and meet new people. Your list will continue to grow. There's no secret, the distributor who has the largest list will make the most money.

Write down the NAME and PHONE NUMBER of everyone as you think of them! Start with the first 50 people that immediately come to mind.

To learn more about Retailing, attend the Online Workshop that is available 24/7 and is an exclusive tool for the Free to Relax Team - <http://www.eCourseWorkshops.com>

## Candle Business Lesson #11: Figuring Retail Prices

This is YOUR business and you can set a price for your products that works best in your area. Be competitive in the marketplace, but don't GIVE IT AWAY.

Retail pricing will vary location-to-location based on the health of the local economy, what sells for \$22.95 (or more) in an upscale community, might go for \$18.95 in a less affluent community.

Here is a "general rule" one retailer uses - she multiplies the "raw" wholesale cost by a factor of 2.03 to determine the lowest retail price. If that number is not a realistic retail price (too high) she tries to get the wholesale price down. The 2.03 factors in S&H and the overhead. Our "raw" price for a Jar Candle is  $\$9.50 \times 2.03$  is \$19.29 so in my mind \$18.95 is a very good price.

We don't have anywhere near the overhead a 'traditional' retail business owner has who operated with a walk-in store front. Some distributors still factor in shipping and handling - that is up to each individual.

Also, if you want to offer something lower priced, consider doing groupings of the Votives, with quantity discounts.

Votives

1 for \$3.00  
4 for \$11.00  
8 for \$18.00  
12 for \$24.00

Find a cute basket, figure in the cost of it and sell them that way. Many distributors offer four votives and a votive holder for \$12.00, wrapped and prepared to give as a gift in a cute gift sack with shred and tied with a ribbon. Cost on materials would be around \$5.00.

Here is a cost structure used by one distributor, offering a discount for ordering multiple candles. This is also used for someone who orders direct from you and wants the candle shipped.

1 candle = \$18.95 (plus \$6.95 s/h)  
2 candles = \$34.00 (plus \$9.95 s/h)  
3 candles = \$50.00 (plus \$11.95 s/h)  
4 candles = \$65.00 (plus \$14.95 s/h)

Since our COST per jar is only \$9.50 plus shipping and the suggested retail is \$18.95, a nice income may be earned just from retailing these products.

See the chart below for just how much CAN be made with this kind of a markup.

<b>Scent-Sations  <u>Wholesale and Retail</u>                      Price List of Selected Products</b>		
Product	Distributor Wholesale	Suggested Retail
16 oz Candle Jar	\$ 9.50	\$18.95
2.5 oz Votive	\$ 1.00	\$ 3.00
Mia Melts (tarts)	\$ 3.95	\$ 9.95
Simmer Pot	\$11.95	\$18.95
Spa Candle	\$ 9.71	\$19.95
Signature Series Candle	\$12.71	\$24.95
Bakery Pie Candle	\$10.95	\$19.95
Cinnamon Bun	\$ 3.75	\$ 8.95
Foaming Hand Wash	\$ 5.95	\$ 8.95
Hand & Foot Lotion	\$ 6.37	\$13.95
Mineral Makeup Foundation	\$15.35	\$21.95
Beauty Brush Collection	\$41.95	\$59.95

## **Candle Business Lesson #12: Open Houses**

This lesson will cover hosting your very own Open House! There's not a better way to introduce your products and new business to your neighbors, family, friends and co-workers.

If this avenue is of interest to you, be sure to attend the Online Workshop available on Retailing - <http://www.eCourseWorkshops.com>

Then, if you've not done so, be sure to request the **Product Price List** from the team member with whom you are working. You'll be able to see the profit to be made should you choose to focus on Retailing.

Don't confuse an "Open House" with a "Home Party" --- sure they have things in common but yet there are things that are different, as well.

An "Open House" is many times a "Come and Go" occasion instead of having a specific beginning and ending time. You and the guests mingle instead of it being a 'sit down' presentation, as with a 'Party' and you don't play games at an 'Open House', either. At both, an Open House and a Home Party, light snacks are served.

A friend might opt to host an Open House instead of a Home Party, as well.

### **Inviting Guests to an Open House**

This doesn't need to be complicated. You can mail invitations, email invitations and directions to your home, or simply pick up the phone and call. Or use a combination that works well for you and your guests. Sample invitations are available for distributors on our Free to Relax Team's Exclusive Resource Website.

I strongly suggest that you over-invite. Don't pre-judge anyone as to whether they would like to come or if they can come. Let them be the one to decide for themselves! Even if people say yes, some will have to cancel, and it is a fact that there will be some that will not show up after giving you a firm commitment. Don't worry about the ones not there; focus on enjoying the ones that are!

### **Scripts for Calling to Invite Guests**

"Hi! Is this a good time to talk? I just wanted to give you a call and invite you to my Open House on "date and time." I recently found a line of Gourmet Natural Wax Candles that are a healthy alternative and they smell outrageously delicious and I absolutely love them. You will even get a free gift for coming and if you bring a friend you will get two. Of course, we'll have snacks! Can I count on you to come?"

## **What You Need for the Open House**

You will need a display table for products and hand outs. It can be something at the front of the room or a large coffee table. Or even spread among several rooms so that the guests can roam.

Have some simple, easy treats, cookies or a fruit or veggie tray and something to drink. Don't overdue it.

## **Suggested Product Inventory**

- Minimum of one dozen 16 oz Jars
- Minimum of three dozen Votives
- Minimum of one dozen of the Mia Melts
- Two Scent-Simmer melting pots for the Mia Melts
- Assortment of Bella Cleansing Bars
- Scent Samples to hand out to those who attend
- If your budget allows, Cinnamon Bella Buns, Bakery Pies, Bella Hand Wash, Bella Balm Hand & Foot Lotion, or various items of the Mineral Makeup line

With an Open House, experience has proven that guests will buy more when they can "Smell and Carry" their purchases out the door with them!

Special orders are fine and most people are comfortable with ordering, but it sure doesn't take the place of the having inventory on hand for your customers. Another plus for having inventory on hand - there are no deliveries for you to deal with later.

Have change, receipt book, gift bags for purchases, etc. On our Team Resource Website is a list of suppliers many of us have used for various items, at very reasonable prices.

## **At the Open House**

Have candles burning in the various rooms you plan to let guests mingle into. In the bath or at the kitchen sink, have a Foaming Hand Wash and samples of the Hand Lotion for your guests to actually experience.

As people come in, greet them and invite guests to grab a snack and a drink.

Have Order Forms and Free Drawing Entry Sheet --- copies available on our Team Resource Website -- if you haven't noticed, our Free to Relax Team Resource Website has a lot of information on it! When you begin your Scent-Sations business, you'll find that website very useful.

Have a 'gift' for each guest attending. "Scent Sachets" are good for this and for those who bring a guest, offer a votive in a votive holder or an assortment of Mia Melts, if they bring more than one guest.

### **After the Open House**

Keep the orders 'open' for a couple of days for those who couldn't attend, but still want to buy.

Call the guests who placed Special Orders when your order arrives and set a time for them to either pick those items up or you can deliver them to their home or place of work.

### **Becky, from TX, shared this great story:**

"I invited around 30 guests and I think 12 showed up. I called my Open House, "Christmas in July" because I love the holiday decorations and wanted to use those as my 'theme' but it was the middle of summer! I sold almost \$500 of product in only two hours. I served sugar cookies and punch. Ten months later, the reorders are still coming in and I am now a Diamond Distributor from friends deciding to partner with me in the business. My retail sells continue to climb and so do my residual checks from the efforts of my team! I was one of those that had NO PLANS to recruit! It just happened anyway." --- Becky, Texas

## **Candle Business Lesson #13: Hosting a Home Party**

Today we'll cover "Hosting a Home Party" or having a neighbor, family member or friend host a party.

As we talked about yesterday, a "Party" usually has a SPECIFIC beginning and ending time. In addition, you as the Distributor will do a simple presentation and usually games are played as well, to help your guests feel more comfortable. The hostess is able to 'earn' free product based on a variety of pre-determined agreements; such as number of guests in attendance, number of pre-orders, or the total sales for the party.

### **Party Plan**

This is a very productive and low cost method to grow your business. You give the host/hostess 30 to 40 invitations for the evening and add a note that they really need to see these unique, natural gourmet products. This creates interest in attending.

We have examples of invitations on our Team Resource Website or party postcards may be purchased from the company.

Set the evening for a good time that allows for about an hour, no more than an hour and 15 minutes.

Offer the host/hostess free product and bonuses on sales from the party (this involves them in the success of the party).

Take a small selection of candles and accessories and show up 15 minutes early, making no more than two trips to the car.

Light a candle or start the Scent Simmer pot so the guests will be surrounded by wonderful fragrance when they arrive. Also display a 'finished' jar so the guests may see the way the wax burns evenly and with no soot.

The Scent Bag that comes in the Fast Start Pack (FSP) is like 'gold.' If you aren't able to get started with the FSP, then you'll want to obtain a variety of different Mia Melts and then make the scent sample stackers.

It is not necessary to have a LOT of inventory. The truth is, the distributors who have the most success and make the most money -- **KEEP IT SIMPLE!**

Have a game or two that loosens up the crowd, have a prize of a Votive or Melts for various events, and maybe a big prize of a Scent-Simmer Pot accessory or a Jar Candle for the evening. Sample games are on our Team Resource Website.

Tell the group about the products and why you wanted a home-based business. Have them split into small groups, each around a different group of products. Go from group to group, helping them fill out order forms. Each order form includes the question of scheduling a party.

Give the host/hostess some order forms for after-party orders. Close the party a few days later, tally the purchases, and deliver the bonuses to the host/hostess.

Very detailed 'Party Plan' documents are available on the Team Resource Website, including games, how to determine awards for your hostess, documents to place in the packets for each guest, as well as order forms, contest entry forms and much more!

An excellent and detailed "Home Party Training Seminar" recording is also available for your reference.

Visit our Online Workshops to listen to recorded training on Retailing:  
<http://www.eCourseWorkshops.com>

If you can see yourself hosting an Open House, or you know of family or friends who would enjoy Hosting a Party, or if the simple technique of "Smell and Sell" is for you, then you can make money with this business.

And if you haven't requested the **Product Wholesale / Retail Price List** to see the profit to be made through retailing, you can do so on the Retailing page of the website of the team member with whom you are working.

If none of these ideas we've covered thus far are for you, that's fine. We have many other income earning options yet to cover.

If you are excited about the possibilities and ready to hold your OWN Open House, Home Party or you just can't wait to begin to 'Smell' these wonderful candles around, then let's get you started in your own Scent-Sations business.

## **Candle Business Lesson #14: Lunch by Candlelight ~ Office Parties**

This lesson is a FUN alternative to the typical 'home party'.

What is "Lunch by Candlelight"? It's a home party that is held at the 'office' or at a restaurant offered during the lunch hour.

### **Office Party Guide**

It is becoming more and more difficult for people to find time in their busy schedules to have home parties. After working a full day and coming home to families that require lots of time and attention, we find that people don't desire to have to go to the trouble of inviting others into their home...even though they enjoy the concept of getting together, having good food, and shopping for great products.

Mia Bella's has the answer, it's "Lunch by Candlelight." We have the perfect solution for this untapped market of professional men and women who have money to spend, but not a lot of time. We bring the party to them during the day and in doing so we don't take away from their family time.

This is also ideal for the distributor who wants to work their business during the day while the kids are at school and not have to be away from their families at night and on weekends. And we know how profitable this avenue of selling can be. So it is a win-win for both the buyer and the distributor.

**Candlelight Challenge:** Start out early in the morning in an area with many offices/businesses. Your goal is to visit 20 businesses, each and every one, without judging the outcome based upon the type of business, the traffic flow, or the condition of the building. You never know who will buy, who will book a lunch office party, or who may become a business partner.

You will get Nos, but don't stop! This is very important. Don't take it personally. Don't think of the outcome. Just remember your goal is to visit 20 businesses and when you have done that, you have succeeded because you accomplished your goal, even if you didn't make one sell.

Treat yourself for following through. You are planting seeds, getting your product exposed, and getting more comfortable presenting to others. It's easier than you think; in fact, it's FUN!

You will carry with you a Scent Sample Sachet taped to a company brochure / catalog

or stapled to a business card, the "Lunch by Candlelight" half page flyer (available on the Team Resource Website), and a basket with a couple of Jars and Votives. Remember this is a simple business of "Smelling and Selling."

Depending upon the nature of the work environment and your comfort level, you may enter the office and ask, "Does anyone here like scented candles?" Then go with the reaction you get.

If you have interested people who have the time, allow them to smell the Jars and attempt a sale or a booking at this time. If their time is limited, they say they don't accept solicitation, or your comfort level is stretched, simply ask, "May I leave this with you?" and hand them the catalog, the Scent Sample Sachet and the Lunch by Candlelight flyer.

You generally will not be booking the lunch office party at this time, but will receive calls within a day or two or even weeks later. Encourage the interested person to have a minimum of four people in attendance so the office will earn free products. Of course, if they have a whole lot of attendees, you will want to give them even more product.

Because no one person is offering the use of their home and solely doing the work of getting the party organized, it is a little different than the home party hostess who is earning free product herself. The office is receiving several items for everyone to share. This way everyone partakes in the free product.

They may invite co-workers, family, friends, etc., whatever their work place will accommodate. If they expand beyond co-workers, they may choose to have the party at a local restaurant instead. Have the organizer make a reservation for a large table to accommodate everyone and all the candles. This is a nice venue, as you now have the attention of the servers and other lunchers, as well.

If holding it at the office, encourage them to order in for lunch or if they brown bag it, have them bring a special dessert or appetizer to share. Some distributors have brought the treat themselves for the group.

If permitted, light a Jar so the scent does the work for you. Bring your Scent Sample Bag or a variety of scent samples with you. You may choose to bring a sampling of our Bath and Body products and Mineral Makeup Line, as well.

Another option, to streamline the process you can cash and carry rather than take orders that you will have to deliver later. People tend to buy what you have on hand and will get excited about those scents.

Indicate you are having an "Office Special" and they will receive discounts for buying in quantity. For instance, buying two Jars will earn a dollar or two off of each.

Make a short presentation describing the products, the company, the fundraising program, and the Autoship Program. Then let the candles go to work. It is not necessary to do any games, as you want to keep the party to 45 minutes to an hour. Give everyone a catalog, your business card, an order form and Scent Sample.

Make sure you have enough money to make change if people want to pay in cash, rather than by check. Also, have a calculator to add up all those sales.

Ready to start having “Lunch by Candlelight?” And have FUN doing your work!

Want to compare the wholesale pricing you will purchase the product for as a distributor to the retail price you will sell the product for – and figure the profit to be made? Request the **Product Price List** from the team member with whom you are working.

Inform your distributor which Getting Started Package you would like to begin your business with and then put these Lessons to work for you and begin making money with Scent-Sations gourmet products.

## **Candle Business Lesson #15: Build an Income through Fundraisers**

Are you beginning to see the potential of this SIMPLE Candle Business?

There are virtually hundreds of ways to earn a full-time income FROM HOME as a distributor with Scent-Sations, Inc.

Make sure you attend the Online Workshop on Fundraising -- just a sneak peak of the type of training you'll have access to once you become a distributor on the Free to Relax Team - <http://www.eCourseWorkshops.com>

Hope you decide to join us! We have so much fun! And earn money, too --- it just doesn't get any better than this.

We are going to cover Fundraising, an option that some distributors have chosen to focus on as their PRIMARY income source with these products.

Others assist in only a fundraiser or two a year -- and some have never become involved with fundraising at all.

Remember it's your business, it's your choice. This eCourse is only to show you all the options that are available.

Be sure to request the Fundraising Report from the team member with whom you are working. You'll want to see the FULL income potential available to you, should you decide to focus on helping organizations to raise the funds they need.

That is the real beauty of this business and what I personally LOVE about it the most --- as distributors, we CHOOSE how we want to benefit financially.

We have no one saying:  
You MUST retail.  
You MUST help with a fundraiser.  
You MUST recruit and build a team.

The choice is up to each distributor individually to pursue what is of interest to them.

### **Fundraising 101**

Our candles are a perfect fit for all types of groups that utilize fundraisers to raise capital. Historically, the most popular items have been candy, popcorn, and donuts. Donors can take

in only so much cholesterol! And many state laws are being implemented that prohibit the selling of food items because all of the food allergies that many children now exhibit.

We offer an environmentally safe, non-fattening, good-smelling, no-soot fundraising product that will brighten the donor's day without ruining their diet.

Gourmet, natural blend wax candles are a new concept and the group might already be using one of the above items, so how do you break in and get them to try our Mia Bella's Candles?

Here is an example from one distributor on how easy it can be -

"I was going through the yellow pages in my phone book yesterday to make some cold calls to Private Dance Schools and local schools in my area. My first call was to the owner of a private Dance School. I introduced myself and asked if her Dance Academy does fundraisers. Her response was: "No, we have done them in the past but only for trips and conventions, so fundraisers are not on my agenda for now."

I asked her if she had a minute and was open to discuss a great product I have that makes a great fundraiser for any and all organizations and she said yes. I asked her if she had heard of "clean burning candles." Her answer was "no," but I could hear the wheels turning in her head as to what the heck a "clean burning candle" is. After explaining in full detail our cleaner burning candles to her, she asked me if I could meet with her today at 4:00 p.m. and bring literature and a candle or two with me.

I met with her at 4:00 p.m. and she not only took two 16 oz. Jar Candles home with her, but she is going to do a fundraiser. Their convention is in June, so she is shooting for the middle of April to set up the fundraiser.

I have learned that it's not good to be pushy, but at the same time, it's not always the best idea to leave without telling them about our awesome natural wax candles. I could have very easily left with a big NO by saying thanks for your time and hanging up.

Never push, but pursue the issue. You never know when the answer will be a big YES!!!"

### **How to set-up and run fundraisers:**

Here is a step by step plan to setting up and running successful Mia Bella's Candle Fundraisers ---

Once you become a distributor, you'll have access to recorded trainings on our forum that go over all the details! In addition, you will have access to all the documents you need for putting together fundraisers.

Step 1 - Locate organizations (in your local area or nationwide) who may be interested in using Mia Bella's Gourmet Candles to raise money to support their activities. Here are a few ideas to get you started:

- Schools / PTA
- Sport Teams (youth and adult)
- Non-profit Organizations
- Church Groups
- Youth Clubs

More details on locating groups and organizations who might be interested in running a Fundraiser with our Gourmet Candles are offered on our Team Resource Website.

Step 2 - Communicate with a point of contact within the organization (someone who can make fundraising decisions). Present them with the Leader's Packet (sample on the Team Resource Website).

In addition, you should also have a few Jar Candles for them to sample, give them a Votive in a holder as a gift and be prepared to answer any questions they might have.

You may even consider giving them a "Loaner Jar" for a few days to try themselves. There is nothing like having first hand experience with our candles.

Step 3 - Locate merchants within your community who might like to co-opt your fundraiser by providing prizes to the sellers. Let them know that your sellers will be contacting many families within the community, and they would benefit from the free advertising by providing prizes, services or even gift certificates. Each package that you send out with the sellers will contain info about your sponsors and the prizes they are contributing, as well the location of their store and their phone number.

Please note, that this step is OPTIONAL ... however, as a parent of school age kids who have brought home fundraising materials, they were always much more motivated to go to talk to as many people as possible when there are prizes to be won.

Step 4 - Once a fundraiser has been agreed to, work with your point of contact, to set the dates (approximately 2 weeks of selling), the scents (6 - 12 scents from the current season's scent list), and any assistance they may need from you (they should be able to run it with little assistance).

During the meeting, you should have the Seller's package from the Fundraising Guide (which you can print from your computer) with you. Fill in the necessary information and make one copy for each seller. Provide your point of contact with these copies and possibly some sample candles (on loan) of the selected scents. Orders and money will be collected through the sellers by your point of contact.

Step 5 - On the agreed upon date, meet with your point of contact to go over the orders and collect the money. At this time, you should provide your point of contact with the organization's profits (typically \$6 per candle sold). You should take the remaining money, and (ASAP) place the order with Scent-Sations. Expect about two weeks for delivery. Pay for the order and the remaining money is your profit.

Step 6 - When the candles arrive, you'll want to affix your reorder label to the bottom of each jar (ie, to reorder call Mary Jones, 555-555-1212, your website). Crucial step ... the group is helping you to spread your candle to people you don't have contact information on. Give them a way to find YOU.

Depending on what you've agreed with your point of contact, you may also want to organize the orders (by seller or by class). You will then deliver the entire order to your point of contact who will be responsible for having the individual orders distributed to the customers.

A Fundraising Guide with more details, forms, etc. is available on our Team Resource Website for distributors of the Free to Relax Team.

In addition, as a team, we've developed a system that is simple and successful for obtaining fundraisers with groups and organizations nationwide! If you choose to join our team, you'll have this training available to you, if interested.

Make sure you attend the Online Workshop on Fundraisers – just a sneak peak of the type of training you'll have access to once you join our team

<http://www.eCourseWorkshops.com>

## **Candle Business Lesson #16: What Others Are Saying About the Free to Relax Team**

We hope you have found the information you have been receiving on our Business eCourse helpful. We'd like to share some real stories from some of the members of the Free to Relax Team. It's always more meaningful when you get to hear what real people are saying about the experiences they are having with their businesses. So thought we'd share a few with you here.

"I am a new distributor of Scent-Sations. I received my startup package yesterday, which included a Bella Bar (Sweet Orange & Chili Pepper). I showered with the Cleansing Bar this morning, and I was amazed at the performance of this soap. I used it to both shower and shampoo. I have never used a soap bar like this one. It was fantastic and my hair was so clean and manageable. I couldn't wait to tell my husband and my co-workers about this wonderful product. I was so excited that I had to call my sponsor. If all of our products are as wonderful as the Bella Bar, all we have to do is get them to our customers, and let them have the same wonderful experiences."

*~~ Amanda S, TN*

"I'm so excited! I received my Sample Pack two days ago. Today, I took Angel Wings to work and sat it on my desk with the top off. One of my employees came in, smelled it, and asked me where I got it. I told her I am part of a million dollar Candle Company. She said, "Can I buy that one?" She wrote me a check without hesitation. She then told me her hair dresser is a "Candle Junkie" and she would be taking it with her to her appointment.

Meanwhile, two more of my staff saw the catalog and smelled her candle. One wanted to buy a Cinnamon Candle and the other a Bella Bar and a French Vanilla Candle. When they left my office I sat there in shock, thinking, "What just happened here?" I was totally blown away. I didn't even get to go into my script - the candle just did it for me.

The only thing I am sad about is, I wanted that Angel Wings for myself!"

*~~ Norma P, OH*

"It was a great fundraiser. Thanks for your help! Selling these Gourmet Candles was such a great fundraiser for our volleyball program! We have done many other fundraisers such as car washes, selling raffle tickets, etc. which takes so much time, energy, and organizing for minimal profits. I would recommend this fundraiser to anyone interested in saving time, selling a high quality candle, and making a great profit."

*~~ Heidi V, MN*

"I stumbled onto your website thinking I would be getting information on starting a Candle Business with my own candles. As I kept reading, it became more interesting, so I requested information. I always wanted a Candle Business since I started making candles about six years ago. As I read even more, I really was impressed with the sincerity everyone showed and how much fun everyone seemed to be having. I am more than ready to start selling!"

~~ *Tina M, TN*

"I started my business focusing specifically on retailing the candles, and made a nice weekly income. My sponsor didn't retail much, but was very supportive and capable of helping me in my retailing efforts.

As I watched her team grow, I began to understand the idea of residual income ... get paid repeatedly for one time effort and decided I'd try team building too. (This was my first Network Marketing experience, so I knew nothing when I started!)

My sponsor had put together an easy to follow, easy to do system that I followed and my business has grown into a very nice monthly check for me. I didn't get rich quick and won't promise that you will either, but if you work the system and teach your people to work the system, YOU can be successful, too!"

~~ *Tracey G, TX*

"You guys are awesome! Thank you so much. I've only been in the business about a month (if that), and I truly love it! You are all so helpful. It really makes a big difference when you are trying to get things started and everyone is so supportive and helpful!"

~~ *Erin D, CO*

What makes the Free to Relax Team so different? What advantages will you have by partnering with our team? Take a look at the Team Benefits page of the website of the team member who is helping you do your research.

## **Candle Business Lessons #17: Recruiting ~ Team Building (Partnering with and Mentoring Others)**

We sure hope you've been enjoying this eCourse but more importantly we hope you see the earning potential available in owning your own business and the benefits of being a part of a "team of others" with similar goals and dreams.

It sounds really corny but when you join our team, you really are in business FOR YOURSELF but NOT BY YOURSELF! We take that phrase very seriously.

Before you panic and run after seeing the topic for today's lesson ---RECRUITING --- please read the next few lines first!

Recruiting IS NOT bugging, harassing or chasing your family and friends. None of us are in this business to 'make money off of others.'

Sure, we are in this business to earn an income (many are earning a substantial one, others are fast on their way to doing so) but more importantly, we are in this business to teach, train, mentor, and help others who have the DESIRE to do the same. By teaching others who are like ourselves (who love the products we distribute for Scent-Sations), our monthly incomes increase.

Please take some time to get the facts; it could change your life.

Take 15 minutes and attend our team exclusive Online Workshop.

<http://www.FiveGetFive.com>

Want to know more about this industry? Check out this short movie and explanation. Be sure to select the Live Version, unless you have dial-up Internet -

<http://www.FreeToRelaxMovie.com>

We are **NOT SALES PEOPLE!**

In retailing, it's Smell and Sell. If you show the candles, customers will buy. The scent samples we make out of the Votives are a very powerful tool.

In recruiting, we don't beg or try to sell anyone on this business. We only want partners who WANT to be in this business. Those who are talked into starting never make money and eventually quit anyway - wasting your time and theirs.

Handing out the scent samples (the crushed Votives), along with the company brochure creates interest and will bring others into the business as partners.

With this said, realize if you have never been in a business that involved 'recruiting' (and that word is scary) or you have been in a similar business before but experienced negative feedback from those you spoke with about the business, then you did not have the **proper training**. Proper training is **CRITICAL** for your success, and we are committed to training you thoroughly in our step by step program.

Remember, we can earn money three ways with Scent-Sations; retailing, fundraising, and team building, **BUT** each is **OPTIONAL**.

If it's your choice to build a team of partners, we have the proper training in place to see to it that you have success. Never forget, though, team building is optional.

You will be surprised as to how many people will **COME TO YOU**, asking to join your business - even if you have **NO** plans to build a team. We can't tell you the number of times this has happened by giving a gift, or someone seeing the web decal on our car, or someone buying our gourmet products at a Home and Garden Show. And if you are concerned that you won't be able to teach those eager to build their own business, **DON'T WORRY!** That's what **WE** are here for - to support and teach **ALL** members of our group.

Why would you want to build a team?

Simply put, more income without putting in **MORE** hours!

In this industry, one of the benefits is getting paid on referrals! If you refer even just one person to Scent-Sations, you get paid for that. You get paid for every person you refer.

We know you already refer people to things you've found to have value, don't you! If you see a great movie, you tell all your friends to go see it as well. Love the new restaurant that opened up last week? You'll share that with the people you know (and sometimes people you don't).

You're in the referral business already!

The next step would be to teach those who you refer to Scent-Sations to refer people they know to Scent-Sations, and you get paid for those referrals as well. Keep in mind, not a lot of effort is needed by any **ONE** distributor --- if each does just a little, look what can happen.

Recruiting can mean freedom -- residual income or what some call 'walk-away' pay.

Recruiting will create **TIME** freedom from the 'rat race' of a day to day job!

Recruiting will create 'friendships!' Our best friends are 'team members' we never knew

before we began our network marketing careers.

The concept of residual income has been used in the entertainment and insurance industries for years. An agent sells a policy once and continues to get paid each time the policy renews. So it's just about getting paid again and again on your initial efforts.

As an example, take a look at what building a team of partners with Scent-Sations can create for you and your family.

### **The POWER of 5.....**

What if ...5 get 5 who get 5 and so on down to your SIXTH level?

After YOU sign up as a Distributor -

You refer 5 Autoship partners  
(this would be your level 1 team and earn 10%)

And those 5 refer 5 Autoship partners  
(your level 2 and you earn 5%)

Who refer 5 Autoship partners  
(your level 3 and you earn 5%)

Who then refer 5 Autoship partners  
(your level 4 and you earn 5%)

And each of these refer 5 Autoship partners  
(your level 5 and you earn 5%)

And finally, all of these refer 5 Autoship partners  
(your level 6 and you earn again 10%)

Now, let's say these folks buy ONLY the monthly kit  
--- which is \$39.95 ---

What would your monthly income be? Do the math!

5	Level 1
x 5	
25	Level 2
x 5	
125	Level 3
x 5	
	Level 4
x 5	
	Level 5
x 5	
	Level 6

Now, total up the numbers that fall on levels 1 - 6.

$$5 + 25 + 125 + \underline{\hspace{2cm}} + \underline{\hspace{2cm}} + \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Now -- divide that total by 4 (assuming your team only reaches 1/4 this size).

If each team member purchases only the autoship amount of \$39.95 each month, what would your monthly group volume be? Take the number of active team members x \$39.95.

Remember, you earn 10% on levels 1 and 6, then 5% on levels 2 - 5.

Would that make a significant lifestyle change for you and your family?

*Disclaimer:*

*This is a home based business opportunity. Income scenarios are not intended to represent or guarantee that everyone will earn income of the stated amounts and may not be typical of what you will experience. Rather they testify to the results that have been experienced by team members who have devoted their time and willingness to follow the guidance and training of our system. Each individual's success will be determined by his or her desire, dedication, effort, ability and personal talent.*

## Candle Business Lesson #18: Who Do You Know?

If you discovered a gold mine with an unlimited supply, who would you tell about it first?

Always remember that you are offering people the best performing gourmet products, but more than that, you're offering them a better LIFESTYLE. A better lifestyle typically translates into more time and more money.

This isn't a begging and convincing business. You have a great product, a wonderful fundraising opportunity and fantastic on-going income potential.

Who do you know that isn't interested in any of these?

No matter if you're planning to retail, to do fundraisers, or to help people start and operate their own businesses, you need to put pen to paper and list the people that you know.

### Who do you know who is a...

Golf Pro	Physical Therapist	Chemical Engineer	Student
College Professor	Electrical Engineer	Bartender	Bank Manager
Computer Programmer	Fire Chief	Business Manager	Police Officer
Word Processor	Car Salesperson	Politician	Teacher
Social Worker	Actor/Actress	Attorney	Accountant

The list could go ON and ON! One of the most effective ways to remind yourself who you know is to check out the headings in the Yellow Pages of your phone book. If you know someone who does, say, accounting for a living, write their name down.

We have a more comprehensive training on this when you get started, but let's say you eventually find 200 people on your list.

If you're interested in retailing, what if just 25% of those people are interested in purchasing your product (that's 50 people!)? Perhaps they each purchase just two jars? Your profit would be in the neighborhood of \$700. Don't forget, they will re-order!

If you're interested in helping organizations set up fundraisers and just 25% of the people on your list are in a group that needs funds (that's 50 groups!). Let's say each group only has 10 people participate, and they sell 10 jars each. That's 100 jars sold per group, times 50 groups, that's 5,000 jars sold. Your profit per jar is around \$3. Do the math! That's a significant amount of money!

Perhaps just 25%, 15% or even just 10% of the people on your list are truly interested in learning how to operate their own home business. Your earnings from these few people could be astronomical, if you'll teach them to do the same thing, make their list!

### **What happens when you run out of names?**

As you complete the sale or fundraiser, ask them if they would give you the name and phone number of five people they know that they think would love to try these products. Contact each one within a few days and ask to come show them these gourmet products that their friend just bought.

Ask them the same question, contact those people within a few days and go show them the products. Now, make an appointment with the original customer. Tell them that thanks to their referrals, and the referrals from their friends, that you have sold x number of candles. Would they like to make the money on those sales in the future?

Show them the program. You may be surprised how many people will join when they realize that they are missing out on making money.

### **Recruiting Online**

Do you really want to work from the comfort of YOUR OWN home (in your PJ's if you wish) or while on vacation? If so, then building a team of partners who want to do the same is something to seriously consider.

As a team, we have a custom Candle Specific advertising co-op, as well as other Lead Generation advertising options. We run ads online and those looking for a business come to us, asking for an Information Packet and this eCourse. It's possible that's how you and I met!

Many of us are experienced in building our businesses from our home offices, working around the schedules of our families, and we have created a system that each member of our team can use. It is a fully automated, online system – this eCourse you are going through, the website you went through to get this eCourse, plus a full back office with contact management and training will be yours the instant you sign-up and join the Free to Relax Team.

Ask the distributor with whom you are working to see their Splash Page and Team Building System website.

Detailed, step by step training on building a business online is available to everyone on our team. Everyone who has implemented the material has had success. Everything is covered and is simple enough for anyone to duplicate.

Interested in knowing more about team building and what residual income can mean for you? Visit our recorded Online Workshops to get more information - <http://www.eCourseWorkshops.com>

## Candle Business Lesson #19: Show Me the Money

There are a lot of reasons that one begins a home business, but obviously one of them is for the money. It might be for some extra spending cash, for replacing a full time income, or creating a legacy for your family.

In previous lessons, we have shown you how you can make a profit by retailing the products and coordinating fundraisers. We have also shown you how you can make commissions by referring others to the business opportunity.

In this lesson, we want to show you what is achievable when you get **SERIOUS** and build a sizable team of business partners. When you have the desire to help and mentor others to achieve their financial goals, you have the opportunity to create a lifestyle for yourself that is amazing.

Scent-Sations understands the importance of the role that “Possibility Thinkers” play in the growth and development of the company. For that forward thinking and dedication, they reward Leadership with:

- Promotion Bonuses, from \$100 to \$3,000
- Commissions that are paid 8 levels deep
- Monthly Leadership Pool Bonuses (based upon total company volume and not just your individual organization)
- Monthly Car Bonuses, from \$300 to \$1,000

In addition to these Leadership payouts, Scent-Sations also rewards the “Real Go-Getters” with a Monthly Bonus Pool Contest. This has nothing to do with rank or title or previous income earnings, thus, a brand new business owner has the opportunity to win.

A typical Monthly Contest consists of:

- 1<sup>st</sup> Place: \$4,000
- 2<sup>nd</sup> Place: \$1,500
- 3<sup>rd</sup> Place: \$1,000
- 4<sup>th</sup> Place: \$ 500

The monthly payouts will increase as company volume increases, so during the Holiday months, we see even larger amounts gifted. What would you do with an extra \$4,000, \$1,000 or even \$500?

So if you have been asking, “Can I really make money with candles?” You bet you can! Remember the candle industry is nearly a \$3 billion business. So someone is buying a lot of candles. And with a Compensation Plan like the one we have with Scent-Sations, the

opportunity is there for anyone to truly make money with this business – even BIG TIME money.

To demonstrate for you the POWER of our Pay Plan, we want to show you a few examples of where our company currently is compared to where larger companies are in terms of sales volume generated and the resulting incomes for the distributors. Then we want to project out what kind of incomes will be available to Scent-Sations distributors when our company reaches higher annual sales volumes.

First, let’s look at the current income averages of our Leadership positions, as we are now:

\$15 Million Dollar Company, 6 Years Old, 10,000+ Distributors

<b>Current Scent-Sations Income Averages</b>	
<b>Leadership Title</b>	<b>Average Annual Incomes</b>
Double Diamond	\$ 34,691.94
Triple Diamond	\$ 33,318.47
Director (Advanced Level)	\$119,112.01
Senior Director (Advanced Level)	\$214,054.62

Now, let’s look at a couple of major Network Marketing companies, in various stages of growth.

**Company #1**

\$50 Million Dollar Company, 12 Years Old, and 30,000+ Distributors

Their Average Annual Income for Leadership Positions, (including Awards and Prizes):

Average Leadership Annual Income	\$10,170
Average Advanced Leadership Positions	\$161,825

When Scent-Sations grows to a \$50 Million Dollar Company, our Projected Average Annual Income of Top Producers would be: \$600,000 Per Year

If you think THAT is exciting, let’s take it another step.

**Company #2**

\$500,000 Million Dollar Company, 15 Years Old, 70,000+ Distributors

Their Average Annual Income for Leadership Positions, (Including Awards and Prizes):

Average Leadership Annual Income	\$12,000 - \$17,000
Average Advanced Leadership Positions	\$62,000 – \$593,000

When Scent-Sations grows to a \$500 Million Dollar Company, our Projected Average Annual Income of Top Producers would be: \$5,000,000 Per Year

Wow! Do you want a piece of that? Our Management and Leadership team are committed to growing Scent-Sations into a Billion-Dollar Company. It only gets better.

These figures were created, by applying a growth percentage to our current sales volumes, so that we can effectively compare ourselves to these other companies, as if we were the same size.

Scent-Sations obviously does not guarantee that these will be exact income amounts based on this projected growth; there are far too many variables when it comes to this kind of projection to be exact. But by demonstrating this growth potential, it's easy to see that our Compensation Plan provides incredible income potential, when compared to the income averages of leadership positions in these other companies.

This information should not be used to make any kind of income claim, or promises of any kind ... that's not its intent. The goal here is only to show you the power of our Compensation Plan and the growth potential of our company.

The data displayed here shows that Scent-Sations is a powerhouse company, still in its infancy, yet capable of making millionaires ... we're NOT just a \$40 Candle Business, and this demonstration will hopefully inspire you to treat this business like it really is... a million-dollar business!

Now if you have been moved by this information, let's get you started on the road to that kind of success today. Get in touch with the team member that you have been working with and tell them you are ready to get started!

## Candle Business Lesson #20: Door Hangers

This is an inexpensive, low-tech method of introducing our products and our program to a wide population in a short period of time.

Domino's Pizza became the master of this marketing idea and built a mega-million dollar dynasty on door hangers. For members that are shy, don't have the time or money for commercial shows, or can't afford expensive ads, but still want to develop a large customer base and organization, this program is the perfect answer.

You joined because you want to make money, but you are terrified to go knock on a stranger's door. All you have to do is go through a neighborhood and hang these on every door knob. Then you go home and answer the calls as they come in.

And to further get the point across, attach a small Scent Sample Sachet to the door hanger – the scent will be unforgettable.

Candle lovers have to go to the store to get their candles. Our door hanger tells them they can have these delicious candles delivered right to their door! Not only is this a better candle, but we will deliver it.

Convenience is a huge plus these days, so take full advantage of it. And don't be afraid to add a delivery charge. When pizzas are delivered, customers are already use to a small delivery charge, so use the same method.

Is making the sale your primary objective? If you've not already done so, request the **Product Price List** to see how much can be earned.

Or is building a large organization your primary objective? Then request the **Power of Five Report** from the Team Building page of the website of the team member with whom you are working.

And be sure to attend our Team Building Online Workshop – <http://www.FiveGetFive.com>

Or do you want to do both?

One side tells about our candles and why they are better. The other side explains that money can be made by sharing these great candles with others.

In the current economy, everyone needs more money. Jobs are lost, executives are downsized, pay is cut, and many that had investments lost a major portion of their

retirement portfolio. If they want to retire, they need additional income, and it's hard to do that if both spouses are already working 40 to 70 hours a week.

We offer the alternative.

Taking the calls. Have a script ready on what to say when people call. We offer those on our Team's Training Website.

The two biggest attention-getters with Mia Bella's Candles are that they

- 1) smell delicious
- 2) have practically no soot

Hit those two points, than offer to set an appointment to come show the candles. Say very little, your objective is to make a personal presentation on the program.

Direct them to your Free to Relax Team Website to read more before you arrive.

Take a selection of candles and a business agreement and be ready on the spot.

## **Candle Business Lesson #21: Craft Shows and Making Crafts**

Here are a few resources for locating Craft Shows and Boutiques in your area.

And, don't forget to use a search engine, such as Google, to look for more and be sure to contact your local Chamber of Commerce.

Just go to - <http://www.google.com>

And type in your local city and craft shows, etc. You might be amazed at what shows up.

Here are a few links to research, as well –

<http://www.craftmasternews.com>

<http://www.craftlister.com>

<http://festivalnet.com/index.html>

<http://www.craftersbazaar.com>

### **Craft Show/Boutique Checklist**

Candle jars - Always have at least 2 of each scent and at least 12 different scents.

Votives

Mia Melts

Scent-Simmer Pot – as some facilities won't let you 'burn' candles

Bella Cleansing Bars

Bella Foaming Hand Wash

Bella Balm Hand and Foot Lotion

Bella Cinnamon Buns and Bella Bakery Pies

Chosen items from our Mia Bella Beauty Line if you are choosing to add the Mineral Makeup to your show display

Scent Sample Sachets to hand out with brochures / catalogs / business cards

Tent and canopy (if you are outdoors, otherwise the candles may melt and discolor in the sun)

Tables / bookshelves for display

Stool or seating

Table cloths

Display items for Bars and Buns (baskets work well and so do cake plates)

Votive baskets

Table signs (Help Wanted, price list, scent "tents", etc.)

Lights (if you are outside and it gets dark)

Bungee cords (if you are outside and to attach weights to your canopy)

Weights (to hold canopy down)

Business Brochures

Product Catalogs

Business cards

Gift bags

Distributor agreement forms

Cash bag, change, order book

Reorder labels

Reseller's License or Tax ID number

Checkbook

Water and snacks

Listen to the Free to Relax Team's Online Retail Workshop to learn about Shows, Booths and Expos <http://www.eCourseWorkshops.com>

If you enjoy making crafts, etc --- there are unlimited options available to create 'crafts' using our products.

Here are just a few examples;

Votive Roses (single) or used in Floral Arrangements

Gift Bags / Baskets

Scented Sachets

Scented Ornaments

Scented Pine Cones

Scented Animals (bears, bunnies, cats, dogs, or any other type of stuffed animal)

Photos and instructions for each of these crafts (and more) are available on our Team Resource Website that is available to all members of the Free to Relax Team.

## **Candle Business Lesson #22: Advertising**

### **Magnetic Car Signs and Web Decals**

You see these signs everywhere you go, on construction trucks, realtor cars, and many other company vehicles.

We have a unique and very different product. Our car signs are very attractive and will get attention and that means your sign will create customers and new partners. These magnetic signs are available for distributors to order from the company at a low cost.

Web Decals are 'stickers' that apply to your window. Use as few words as possible on your decal so the words you DO use are big and easily read from a distance. Include your phone number or email and web site. Cars following you in slow city traffic have little else to look at but the back of the car in front of them - and your web decal.

Ask me where to order these!

### **Pizza Signs**

Just like the ones on the pizza delivery cars. You can find them on the Internet. The cost is about \$100 and this sign lights up at night! Be creative!

### **Restaurant "Daily Special" Signs**

Every restaurant has a "Daily Special" sign that every one reads as they enter. Offer to make a sign for the restaurant for free. Sell the space for three to six months at a time to local businesses for advertising. Of course, the top ad is always yours! This method not only puts your ad in front of thousands of people, you make money from the advertisers on a regular basis.

### **Votive Baskets for RV & Trailer Owners**

RV's and trailers tend to pick up a lot of cooking or smoking odors. They can also smell musty after sitting closed up for long periods of time. Offer an attractive appreciation gift basket to local RV dealerships that they can give to every new owner upon delivery. It will also include a card from the dealership, thanking them for buying their RV or trailer.

On the bottom will be a message telling the customer these are clean burning candles, and where they can get more. The dealership has a unique appreciation gift, and you have exposure to a large customer base that is known for using Scented Candles.

### **Corporate Specialty Gifts**

Promote our candles to those business owners who give gifts during the holidays, or realtors and mortgage lenders, etc. You can sell Jar Candles by the case and then put on a custom gift 'Thank You' tag with the client's information. Make sure your label is on the bottom of the Jars for re-orders.

### **Wanting to build a team and earn residual income?**

As a team, we offer an exclusive advertising 'Splash Page,' which includes a full Business / Marketing website that works hand in hand with our team's custom candle lead source, as well as our advertising programs.

We will train you to advertise online, if you have the interest.

Here are some proven ads to run in your local newspapers to attract customers, hostesses, and business partners:

Weekly Drawing - Win a FREE Gourmet Candle  
16 oz and yummy to the bottom of the jar!  
[www.YourDomainName.com](http://www.YourDomainName.com)

Gourmet Candle Party - Earn FREE Candles!  
Clean Burning Gourmet Candles  
Call Your Name, (888) 555-5555

Love Scented Candles?  
It Can Make You Serious \$  
Request Free Samples and Information  
[www.YourSplashPage.com](http://www.YourSplashPage.com) (every team member get's one at no cost!)

## **Candle Business Lesson #23: Your Business Plan and Placing Your First Order**

This business has the potential to create significant monthly residual income for you over your next one to five years.

This eCourse was designed to prepare you to get on the fast track to that success, the day you begin your business.

Check out the Online Workshops for more detail -  
<http://www.eCourseWorkshops.com>

### **Your Personal Business Plan**

You wouldn't try to build your dream house without a plan. Why try to build your business without one? There are definitely obstacles to overcome and problems to solve. But because you have a very clear picture in your mind now, you follow your plan and know that your dream will become a reality.

A simple, step-by-step method for creating your own personalized Scent-Sations business plan:

Step 1. - Clarify in your own mind and in writing your "why" for building your business. Dream about what you want. Visualize and believe in your ultimate success (because we do).

Step 2. Make your plan. Determine the monthly income you need to transform your "why" into a reality and set up a 12-24 month plan to achieve that income goal.

Step 3. What do you need to get the job done. Determine the income-producing activities necessary to earn your target income amounts each month and the knowledge, time and assistance you need to accomplish them.

Step 4. Work your plan. Create a weekly action plan that includes those activities.

Step 5. Schedule daily actions ... no matter how small you may think they are - do something everyday to bring yourself closer to your dreams!

Step 6. Take action. "The first two letters of 'goal' are 'GO'"

Step 7. Persist! "Successes seem to be largely a matter of hanging on after others have let go." Hang onto your dreams until they become a reality.

Step 8. Know where to go for assistance (your upline and this team) and never hesitate to ask for help. We are absolutely committed to your success!

"Most people don't plan to fail ... they just fail to plan."

So, we will design a plan to fit you, based on a proven System that maximizes your effort for the best results.

Speak with the distributor with whom you are working and get a listing of our **Getting Started Package Options**.

It's important that you do what is comfortable for you in terms of your budget but also sets you up for a successful start in your new business.

With the **Fast Start Packs**, you'll be able to retail the day you get your order and can have a Grand Opening to your business and sell product right on the spot. People LOVE to walk away with something and will sometimes order more when the product is right in front of them.

Most importantly, this package gives you the **Sample Bag** with all the scents for sharing with others. You save when buying the complete Pack over buying all the items individually. Most of the package is going to be sold at retail, so you will earn your money back because you bought it at wholesale.

If you aren't sure or just financially feel more comfortable beginning with an investment of around \$50 though --- THAT IS OKAY! The secret to success is getting started. Many distributors who are successful today, began with the Starter Pack, than later ordered the Fast Start Pack and / or additional product.

It is important, so worth saying again - order the Starter Pack now, than order additional product as you need it.

Both the Fast Start Pack and the Sample Pack may be purchased after becoming a distributor as well.

If you have any questions about these Packages ask your distributor or post your question on the eCourse discussion group. Send your questions to:

[CandleBusinessCourse@yahogroups.com](mailto:CandleBusinessCourse@yahogroups.com)

"The steps to getting what you want out of life are knowing exactly what your dream is, believing that it is attainable, and more importantly, believing you can do it."

--Coach Pat Riley

Before you can pursue your dreams, you must become crystal clear on exactly what it is you want. For some, the more powerful motivator may be what you DON'T WANT any more of!

Check out our Team Dream Video if you haven't done so, and even if you have, take another look. It is quite inspiring.

<http://www.GottaBeSomethingMore.com>

Are you ready to get started on your dreams! Simply place your first order with the team member with whom you will be working.

## **You have now completed all lessons in the Candle Business eCourse.**

Well, what did you think? Did you get a good idea of how we make money marketing Scent-Sations gourmet products from our homes? Can you get excited about the possibilities?

Which of the techniques most appealed to you? Can you see yourself being apart of the Free to Relax Team and having the success we are having?

We'd love to hear any feedback you have on the eCourse itself and the business opportunity in general. Please know that we are available to answer any questions you have by email or phone.

Thanks for taking the time to go through the Candle Business eCourse. We appreciate the time commitment it took to read the lessons.

Let us know how we may help you now!

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Remember to join the discussion group designed specifically for those enrolled in this eCourse. Its purpose is for you to ask questions, to be able to see the questions others are asking, and to get answers so you are prepared to begin your new business when the timing is right for you. We want you to experience first hand, the business, support, and friendship this unique group of business owners offers to those who partner with us. To enroll send an email to [CandleBusinessCourse-subscribe@yahoogroups.com](mailto:CandleBusinessCourse-subscribe@yahoogroups.com)

As well, remember to check out the Free to Relax Team exclusive Online Workshops that consists of recorded audio trainings and printable worksheets.

<http://www.eCourseWorkshops.com>

If at anytime during these Candle Business eCourse Lessons that you feel you are ready to join our team and begin living the life you desire, simply get in touch with the team member that will be working with you.

Thank you,

The Free to Relax Team

## Website Resource Page

Team Websites:

<http://www.GottaBeSomethingMore.com>

<http://www.eCourseWorkshops.com>

<http://www.FreetoRelaxMovie.com>

<http://www.FiveGetFive.com>

Join the Candle Business Course Discussion Group  
[CandleBusinessCourse-subscribe@yahoogroups.com](mailto:CandleBusinessCourse-subscribe@yahoogroups.com)

Send messages to the Candle Business Course Discussion Group  
[CandleBusinessCourse@yahoogroups.com](mailto:CandleBusinessCourse@yahoogroups.com)

Monday Evening Business Presentation Webinar  
9:00 PM EST  
Registration Link <https://freetorelax.ilinc.com/register/czysmrr>

Check with the Distributor with whom you are working to receive their link to the following websites:

Company Website

Company Online Retail Store

Company Video Presentation

Free to Relax Team Building Website