

All About Scentsy



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This e-book is brought to you by your Scentsy Independent Consultant.

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Build a Brighter Future

This E-book is your invitation to join us in the rewards at **Scentsy**, a friendly, family-oriented business.

Please read on as we share our past, present and the future of our company and what this means for you.

Our Story...

Collette Gunnell and Kara Egan of Centerville, Utah, were busy moms looking for a safer and healthier alternative to wick candles. They combined their efforts to create a unique product which resulted in the formation of Scentsy in 2003.

Orville Thompson was a long-time customer of Scentsy and one of their biggest fans. He loved the Scentsy line so much that he approached Collette and Kara about purchasing the company. A deal was made and Orville became the new owner, moving the business to Meridian, Idaho in 2005.

With Orville's direction and business experience, Scentsy has continued to grow, at a phenomenal rate...breaking records and setting the pace for Scentsy to become a leader in the candle industry.

Collette and Kara are still very much a part of the company today. Their love for the products didn't end with the sale of the company. You will find Collette and Kara aggressively marketing Scentsy products to individuals, businesses and having fun demonstrating these fragrant products in homes throughout their area.



Mission Statement:

To bring value to the world by providing an industry leading, family-friendly business opportunity selling creative, artistic, high-quality products that warm the heart, enliven the senses, and inspire the soul.

Our Products...

Authentic Scentsy Candle Bars...

Scentsy Bars are incredibly potent bars of highly scented wax. Because **a sooty candle is never our problem**, we can pack each Scentsy Bar with more fragrance oil than most 12 oz. jarred candles. **With over 80 fragrances** to choose from, there is one sure to please everyone. Each candle bar will last approximately **50 to 60 hours**.

Authentic Scentsy Warmers...

Scentsy Warmers are specifically designed to perfectly melt Authentic Scentsy Bars into an impressive wax pool that throws the maximum amount of fragrance over the longest period of time. **Scentsy Warmers melt wax at a lower temperature so there is never any danger of burning children or pets.** With dozens of colors and styles to choose from, there is a Scentsy Warmer to fit every decor.

Our candle warmers are electric and heated with a 25 watt light bulb, included with purchase. This low watt bulb is hot enough to melt the wax, but **not hot enough to burn** if spilled.

Room Sprays & Car Candles...

Our **Scentsy Fragrances** are so fantastic; you will want to take them everywhere. We have designed other products to help you “Get Scentsy” in your car, closet, hotel room, or wherever you want a blast of your favorite Scentsy Fragrance.

Scentsy also offers fragrant Car Candles. Great for musty vehicles, cars, campers and more.

Coming Soon!

Scentsy is presently researching new products to add to their quality line in the near future.



Let's Compare...

Let's compare why our products are a great value, in addition to being a quality candle with a tremendous scent.

First some facts from the National Candle Organization; U.S. retail sales of candles are estimated at approximately \$2 billion annually, excluding sales of candle accessories. Candles are used in seven out of ten U.S. households. Two-thirds of candle purchasers say they use candles once a week or more often.

For our example below, we will use the above statistics as a guideline for our comparison. Let's say an average household burns one candle a month with a burn time of approximately 50 to 60 hours.

Our Price Comparison for 1 Year of Fragrance...

Scentsy

Candle Warmer \$30.00 plus 12 Candle Bars = **\$80.00** (1 Candle Bar Per Month - Tax & Shipping Not Included) Our Candle Bars burn an average of 60 to 80 hours.



Popular Candle Competitor

Jar Candle - 12 x \$18.95 (16oz) = **\$227.40** (1 Jar Candle Per Month - Tax & Shipping Not Included) Candle burns an average of 60 to 80 hours.

Jar Candle \$227.40 - \$80.00 Scentsy = \$147.40 Scentsy Savings!

Note: If Scentsy products are ordered through a home or book show, shipping is always **FREE** with a qualifying show of \$150, **saving you even more.**

And you still have your beautiful candle warmer. It's a one time purchase!

When you consider the **safety and health benefits** combined with the additional **savings** over a jar candle, why would you buy anything else other than Scentsy candle bars and warmers?

And don't forget that our scent throw is one of the best in the business. You won't be disappointed!

Why No Flame Candles?

Our Scentsy Wickless Candle Bars add a new level of safety to candle lovers everywhere, while still allowing you to enjoy the lovely aroma candles provide.

Here are just a few of the benefits you can expect by using our premium wickless candle bars:

- There is **no open flame which means no danger of causing a fire** around curtains or other combustible materials in your home or workplace.
- Also our wickless candle bars are **safer around small children and pets** when compared to standard open flame candles. Scentsy Warmers and Candles Bars burn warm to the touch, but not hot enough to burn children or pets.
- Our Wickless Candle Bars do not evaporate, **just the scent does**. This means there is **no danger of soot or lead being released into your home or workplace**.

Scentsy Wickless Candle Bars and Warmers **can be used in areas that typically do not allow candle burning...**

- Business Offices
- Dorm Rooms
- Doctor's Offices
- Assisted Living Facilities
- Classrooms
- Great for Realtors
- Daycares & Nurseries
- Just About Any Place



In addition to being a fire hazard, improperly used wicked candles can generate a significant amount of soot. This soot can damage the walls, floors and ceilings of your home as well as your personal belongings. **With Scentsy, there is never any danger of this happening with our wickless candle bars.**

Bottom line, Scentsy Wickless Candles have **NO smoke** and **NO open flame**, thus are safer to use and ensure a more efficient release of fragrance.

Work at Your Pace...

The best thing about a Scentsy business is that it's not a "one size fits all" opportunity. You are in control and can tailor this business to your specific needs.

Some Independent Consultants work **full-time**, while others work **part-time** and just dabble in the business for a little **extra income** now and then.

Some Consultants build **their business online**, while others **build their business locally**.

Some of our Independent Consultants are **professional career people** with full-time jobs, who build their business a few evenings each week or on weekends.

Some are **stay-at-home parents**, who build their business around their family schedules. No matter what your lifestyle, a Scentsy business can fit your routine and schedule.

Independent Consultants can earn immediate income, monthly bonuses, and long-term residual income (which means you can **get paid for years to come on work you do now**). Plus, there are incentives and contests in which Consultants can earn additional income and other rewards.



Scentsy is a perfect career choice offering flexibility to work around your busy life.

Ways to launch your Scentsy business...

- Hold a Scentsy Open House
- Basket/Catalog Parties
- Online Sales
- Expos & Events
- Home Parties
- Marketing to local Realtors, Doctors Offices, Businesses, Daycares and etc.
- The Possibilities are Endless

As a Scentsy Independent Consultant, it's possible to earn the income you need, while still being in total control of your time.

We're Different...

You may be wondering what makes Scentsy different than the other home businesses you have been considering.

1. Our team of Independent Consultants is a **friendly, family-oriented group**. We are supportive and believe in helping one another.
2. A Scentsy business gives you **flexibility**. You are in complete control of how much or how little you work your business.
3. You **don't need any previous experience**. We offer excellent training and support that can help you succeed in a step-by-step manner. This includes conference calls, a private training website, promotional tools, and more.
4. Your efforts are rewarded by an **outstanding compensation plan**. From the day you start, there's plenty of immediate potential income from marketing the products.
5. **FREE Shipping on Business Supply Orders over \$30** – Scentsy offers free shipping on all Consultant business supply orders over \$30. If your order is under \$30, there is a small \$5 shipping fee.
6. **FREE Shipping on Qualifying Home Parties or Books Shows** – Qualifying shows of **\$150 or more** receive **FREE shipping!** The only exception is Hawaii and Alaska which are charged 10% shipping.

Direct ship to a customer is only 10% with the exception of Hawaii or Alaska. Direct ship to those two states is 20%.

7. **Host Rewards** – All Host Rewards are paid by Scentsy. A \$5 Host Shipping - Party Fee can be paid by either the Host or the Consultant. One idea is to use this as a thank you for your Host. Let them know there is a shipping cost, but you will cover this as a thank you for hosting their show.
8. **Scentsy Candle Bar Ingredients** - Many customers have asked about the wax we use and why. Here is the scoop. **We use a food-grade petroleum based wax.** We chose this wax because of its superior scent loading ability, melt point and firmness.

The type of wax we use is a non-issue, with regard to the chemicals released while burning. **We only warm the scent out of the wax** – the wax remains in the warmer, thus there is **no danger of soot or lead being released** into the home or office.

What's* in Your Scentsy Starter Kit?

Your initial investment to **start your Scentsy business** is not a burden...**only \$99** (does not including shipping and local tax). **When you join Scentsy, as an Independent Consultant, you receive:**

- 1 Consultant Handbook Binder (Inserts to be Downloaded)
- **3 Months** Personal Website Subscription (\$10 Monthly Thereafter - Optional)
- Monthly **Professional Newsletter** for Your Customers
- **1 Warmer, Candle Bar & Car Candle**
- **1 Room Spray**
- **80 Party Testers** (1 Full Set, Scent of the Month Testers Not Included)
- **100** Business Cards
- **100** Invitation Postcards
- **100** Customer Order Forms
- **50** Catalogs
- **New Consultant Start-Up Guide**
- **Planner** and more!



This business can be a **blessing for your family**. In addition to being a fun way to give yourself *more income* and *more time flexibility*, this business will also let you use the Scentsy products at a *substantial discount*. Plus, you may find that having your own business can give you **significant tax savings** year after year. Put it all together, and you have an unbeatable way to create a better life for yourself and your family.

It's **easy to get started**, call or email the person who shared this information with you.

Consultant Scent of the Month Program

Scentsy offers all Consultants special purchases each month. **They are optional and never a required purchase.**

They are available for purchase **from the 15th to the end of each month for the following month's specials.**

Scentsy offers a \$35 monthly Scent of the Month program or our enhanced \$60 monthly Scent of the Month with Warmer of the Month promotion.

Both programs are an exceptional value and designed to help you sale more each month.

Please ask your Consultant for more information on the (2) optional Scent of the Month programs.

Customer Scent of the Month

Customers also have the option of purchasing our Scent of the Month. This is another way for you to gain additional sales and create regular customers.

Purchase the Scent of the Month Products and [receive a 10% discount!](#)

In addition, we offer discounts for customers who purchase 3 or 6 candle bars. Our candle bars are normally \$5.00 per candle bar with a burn time of approximately 50 to 60 hours.

Purchase more and save...

- (1) candle bar for \$5
- (3) candle bars for \$14
- (6) candle bars for \$25

Scentsy continues to add additional values and benefits for their customers and Consultants.

Host a Show - Host Rewards

Scents are like notes that, when played together, strike beautiful chords that have an amazing affect on our mood, attitude and well-being. The sense of smell is very powerful. One wisp of a fragrance can calm, relax, invigorate, or inspire. The smell of fresh baked cookies, clean laundry, or fresh flowers brings to mind wonderful memories. In short, fragrances warm the heart, enliven the senses, and inspire the soul.

All Scentsy products are chosen, designed and crafted to provide customers with a superior fragrance experience without sacrificing health, safety, or style.

Hosting a Scentsy Candle Party is a great way to earn fantastic rewards. Take a look at what you can earn by hosting your own party.



What You Earn with Total Party Sales from...

- \$150 to \$249 - 10% in Free Product, Plus (1) ½ Price Item
- \$250 to \$399 - 10% in Free Product, Plus (2) ½ Price Item
- \$400 to \$999 - 15% in Free Product, Plus (3) ½ Price Items
- \$1000 Plus - 15% in Free Product, Plus (4) ½ Price Items

Booking Reward: Hosts earn (1) ½ price item for each booking per guest at the party.

We also offer our *Scent of the Month* Promotion along with monthly special buys.

And don't forget, FREE SHIPPING on all qualifying shows of \$150 or more. Your guests pay only for their products...no shipping charges.

Our Support...

We believe in supporting and training our team. Our goals are the same as yours...to have a successful and profitable business.

Team Support

Being a member of our team is really your **secret for success**. We focus on **having fun, helping friends, creating wealth, and reaching dreams**. And we provide plenty of encouragement and support for our Consultants.

Our Team is Unique...

- **Exclusive Team Member Training Site** – www.iMatchless.com
- **Downloadable Training Guides** for all aspects of your business.
- **Live Training Calls and Webinars**, plus recorded calls for your convenience.
- **Team Yahoo Group**
- **Company Sponsored Message Board**
- **One-on-One Coaching and Training and More!**

As a member of our Scentsy Team, you can get personal assistance from the person who gave you this E-book and from experienced Scentsy leaders. So, even though you will be your own boss, you'll know exactly where to get answers, advice and encouragement.

Scentsy Support

Your Scentsy business starts with the commitment from a company that believes in supporting their Consultants and is open to listening to new ideas and suggestions. They support you, so you can devote your time and energy to growing your business.

And don't forget Scentsy offers promotions to earn free products when you join, plus the Scent of the Month.

Great Marketing Materials

Scentsy offers beautifully designed packages for all their products along with quality marketing materials. In addition, Consultants are fortunate to have Scentsy Success designs to enhance their business. **Take a peek at these beautiful marketing materials:** www.ScentsySuccess.com.

How You Earn Money with Scentsy

Scentsy rewards you when your efforts result in more families using Scentsy products. There are three main ways this happens.

Use Scentsy Products and Save Money.

When you join, Scentsy rewards you with an immediate **discount of 20% off the retail price**. Plus, you have the opportunity to **increase your percentage** as your business grows.

Help Others Obtain Scentsy Products.

By establishing a base of customers, you can earn a solid income. And, it doesn't matter whether your customers order through you or directly from your Scentsy website...you earn profits every time.

There are many ways to establish a customer base from sharing with friends and family, home party sales, expos, events and online. You select the methods that are comfortable and make sense for you.

Your profit on customer orders starts with you earning 20% of the retail price. However, you have the potential to **earn up to 30%, just on your personal sales alone!**


Scentsational Start Awards – Scentsy Consultants are eligible to earn with our Scentsational Start Program within their first 60 days. Earn incentives when you qualify for these quick start promotions.

Build a Team of Independent Consultants.

Building a team is the most powerful way to earn money with Scentsy, because you can help many more families obtain Scentsy products than you ever could by working alone. As your team duplicates your efforts by introducing this business and the products to others, you can earn a percentage of the product volume generated by your entire group.

The best part about establishing a team, however, is that your income isn't just based on your efforts—it's based on the efforts of everyone in your group. **That's the power of residual income!**

Here is a quick overview of the Scentsy Compensation Plan

	Commission from Personal Retail Sales	Royalty from Personal Wholesale Volume	Frontline Essential or Certified Consultant GWV Royalty	Frontline Lead Consultant GWV Royalty	Frontline Star Consultant GWV Royalty	Frontline SuperStar Consultant GWV Royalty	1st Generation Director TWV Royalty	2nd Generation Director TWV Royalty	3rd Generation Director TWV Royalty
Essential Consultant	20%								
Certified Consultant	25%								
Lead Consultant	25%	2%	2%						
Star Consultant	25%	4%	4%	2%					
SuperStar Consultant	25%	7%	7%	5%	3%				
Director	25%	9%	9%	7%	5%	2%	3%		
Star Director	25%	9%	9%	7%	5%	2%	3%	4%	
SuperStar Director	25%	9%	9%	7%	5%	2%	3%	4%	5%

Consultants have the opportunity to **earn over 30% on personal sales** and **receive leadership bonuses of up to 9%** of the entire down line volume of the people you recruit and train.

With just \$1000 in personal sales you promote to 25% commission, on retail orders, and you never go back! Sale \$2000 retail in any month and **earn an additional 5%**.

As a Director, you can **earn to infinity** on all Consultants, in your organization, who have no other Director in their up line.

Independent Consultants submit payment, in full, for shows/products and then are **issued their earned commissions on the 10th of each month**. If you have not earned \$30, then your earnings will be carried over until the next pay period or once you reach \$30 in commissions.

To remain an active Independent Consultant – A Consultant needs to submit at least \$150 in personal retail sales volume quarterly (with \$150 being in a one month period). Basically, this is a qualifying show and cannot be sold, for example, \$50 in each month.

The \$150 PRSV can come from individual customer orders, party orders or online orders made through your personal website.

Scentsy Frequently Asked Questions

We know you have questions, so we are providing answers to our Frequently Asked Questions for your convenience.

Q. How long will our Candle Bars last?

A. They will last a minimum of 50 - 60 hours. However some have lasted longer. It depends on the strength of the fragrance.

Q. What kind of wax is used when making our Candle Bars?

A. Many customers have asked about the wax we use and why. Here is the scoop. We use a food-grade petroleum based wax. We chose this wax because of its superior scent loading ability, melt point and firmness. We looked into vegetable based waxes, and we just couldn't get a quality candle bar.

The type of wax we use is a non-issue, with regard to the chemicals released while burning. We only **warm the scent out of the wax** - the wax remains in the warmer, thus there is no danger of chemicals being released into the home.

Q. Do I use a whole candle bar at a time?

A. Scentsy Bars come in six, break-a-part sections. One or more sections can be used at a time according to preference. Scentsy warmers can hold an entire Scentsy bar. Scentsy plug-ins are designed to hold one section at a time.

Q. How hot does the wax get when warmed?

A. Scentsy bars, in a genuine Scentsy warmer, melt at 125 degrees Fahrenheit – the temperature of a typical paraffin cosmetic dip. The wax will not burn children or pets.

Q. How do I clean the wax out of the warmer?

A. While the wax is warmed and melted pour into a disposable container and wipe the warmer with some paper towels or napkins, or place warmer lid in the freezer for 5-10 minimum and the wax should slide out. Then just pop in your favorite scent.

Q. What wattage of light bulb does the warmer use?

A. A standard 25 watt, small based light bulb. Each new warmer comes with its own light bulb.

Q. How much is shipping?

A. Shipping is always **free for home, basket and book parties with \$150 or more** in total retail sales. Direct ship orders to individual customers add 10%. Shipping to Hawaii or Alaska is 10% with a 20% shipping charge for direct ship orders in those states.

Q. How long until delivery?

A. Within 3 weeks from the date the order is submitted to the home office.

Frequently Asked Questions Continued...

Q. Can I sell online?

A. Yes. Independent Consultants can sell Scentsy products online via their Scentsy replicated website. All online advertising must **first be approved by the home office.**

Q. Can I sell on eBay?

A. No. To maintain the quality and integrity of Scentsy products, Independent Consultants are prohibited from selling on eBay or any other auction type website or service.

Q. Can I sell at fairs and events?

A. Yes! Independent Consultants are allowed to sell at local events and expos. Only one Scentsy Consultant per event is allowed. You can elect to purchase inventory to resale at the events or take orders only. The choice is yours and we never recommend you break your budget to stock or carry inventory.

Q. Are there any monthly or quarterly sales requirements?

A. Consultant needs to submit at least \$150 in retail sales quarterly (with \$150 being in a one (1) month period out of the last three (3) month period). If Consultants fail to qualify, the Consultant will be terminated. There are no monthly sales requirements to receive a commission.

Q. Are there any requirements to earn commissions on my team?

A. To earn commissions on your team, you must be a Lead Consultant and sell a minimum of **\$500, per month**, in personal retail volume to qualify.

*A **Lead Consultant*** is a person who has \$500 in monthly personal retail sales, \$1000 in Group Wholesale Volume in a month and one active frontline Scentsy Consultant.

Q. Are we required to pay for any of the Host Rewards?

A. A \$5 Host Rewards Fee – Party Fee can be paid either by the Host or the Consultant. Most Consultants use this as a thank you gift for the Host and pay the fee themselves.

Q. How much is a Scentsy Starter Kit?

A. Scentsy Starter Kits are \$99 plus tax and shipping. **Each kit contains 80 plus scent samples and everything you need to start your successful Scentsy business.**

Q. How long does it take to get my Scentsy Starter Kit?

A. Scentsy generally ships starter kits within 72 hours of receiving your application. Starter Kits are shipped via UPS.

How to Get Started...

It's easy to get started with Scentsy. In addition, Scentsy offers an unconditional money-back guarantee...a 100% thirty (30) day money-back satisfaction guarantee (less shipping charges) to all Associates and retail customers.

Remember, our team took a lot of time to put this information together for you and we will provide the same tools for your business. **In addition**, we offer our training area at www.iMatchless.com. It's for team members only and we invite all new members to start using the training site right away.

If you know you're ready to get started and you have a credit card (or a bank ATM card with Visa or MasterCard logo), **you can enroll right now my website.**

If you don't have a credit card, or **have additional questions**, call me for other options on getting started.

Thank you for considering Scentsy!

Your Consultant: Diane Drayer, Scentsational Star Director

Contact Phone: 888-227-9647 (Toll Free)

Contact Email: info@nomorewicks.com

Website: www.CandleBars.com (Join Here or Order Products Online)

Ready to Join? Visit my webpage, listed above and click on “**Start a Business.**” Follow the enrollment process.

Once you have finished the sign-up **you will receive your new Consulant ID#**. Be sure to save this along with your login details.

Once you join, I will contact you with our Quick Start Guide and information for accessing our iMatchless.com training area. Exclusive for our team only.

