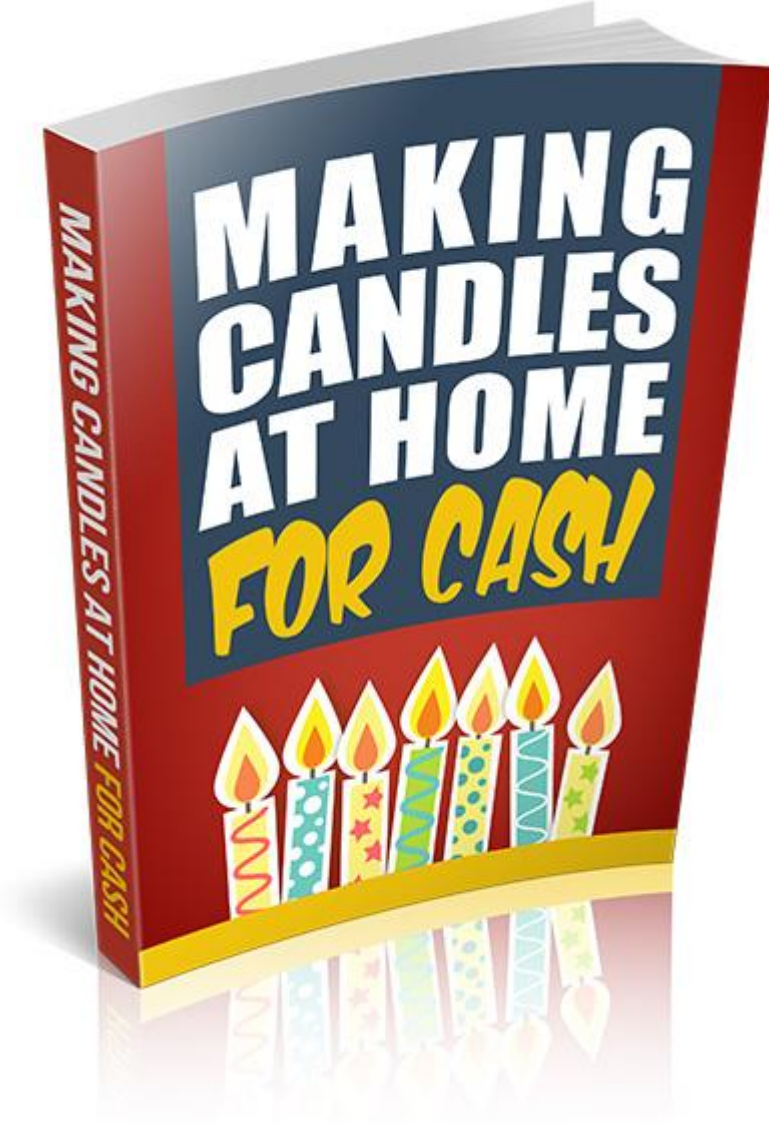


# Making Candles At Home For Cash



# TABLE OF CONTENTS

<b>IS THIS FOR YOU? .....</b>	<b>4</b>
<b>THREE SALES METHODS.....</b>	<b>5</b>
<i>#1: MAKE YOUR OWN CANDLES .....</i>	<i>5</i>
<i>#2: BUY WHOLESALE CANDLES AND RESELL THEM.....</i>	<i>5</i>
<i>#3: WORK AN MLM.....</i>	<i>5</i>
<b>WHAT YOU WILL NEED .....</b>	<b>7</b>
<b>MAKING A CONTAINER CANDLE.....</b>	<b>8</b>
<b>KEY TIPS.....</b>	<b>10</b>
<b>ECO FRIENDLY CANDLES.....</b>	<b>11</b>
<i>BEESWAX CANDLES .....</i>	<i>11</i>
<i>VEGETABLE OIL WAX .....</i>	<i>12</i>
<i>SOY CANDLES.....</i>	<i>12</i>
<i>PALM OIL CANDLES .....</i>	<i>13</i>
<i>SELLING POINTS: .....</i>	<i>13</i>
<b>COSTS AND CANDLES.....</b>	<b>14</b>
<b>STARTING YOUR BUSINESS .....</b>	<b>15</b>
<b>EDUCATION AND TRAINING .....</b>	<b>16</b>
<b>WHO IS YOUR CUSTOMER? .....</b>	<b>16</b>
<b>LOCAL MARKETING METHODS.....</b>	<b>18</b>
<b>PRINT TIPS.....</b>	<b>20</b>
<b>MOVING TO THE INTERNET.....</b>	<b>20</b>
<b>INCOME POTENTIAL .....</b>	<b>23</b>
<b>FINANCING YOUR BUSINESS START UP.....</b>	<b>23</b>
<b>THE BUSINESS PLAN.....</b>	<b>25</b>
<b>MANAGING YOUR BUSINESS'S MONEY .....</b>	<b>25</b>
<b>CUSTOMIZING FOR HOLIDAYS.....</b>	<b>27</b>
<b>CUSTOMIZE CANDLES FOR OCCASIONS .....</b>	<b>28</b>
<b>CANDLES FOR RELAXATION .....</b>	<b>28</b>
<b>MORE SALES IDEAS .....</b>	<b>29</b>

# 1

## **INTRODUCTION: CANDLES CAN BE PROFITABLE**

You may love to make candles for yourself. It can be one of the most rewarding experiences, especially when you involve other family members in the process. Giving them away as gifts or using them yourself, are just a few of the ways that these candles can be in use.

Would you believe that there is a market, a large and ever expanding market, for homemade candles? In other words, you could take the candles that you love to make and turn them into profit for yourself. For those looking for a work at home business, candle production could be the ideal choice.

Why would anyone want to purchase candles made at home rather than store bought products?

1. Candles made at home have features that are more pleasing. They are one of a kind candles, not the mass marketed and produced candles you would find at the dollar store down the street.
2. People want to know what is in the candles. Many complaints about mass produced candles are that the user really cannot tell what is contained within them. That may seem silly with the ingredient list on the back, but do you know what those nonsensical words mean?
3. People are looking for quality, something that people put their heart into and they are willing to pay for it. Homemade products are often priced far higher than the prices of mass produced products for a reason. In other words, you can probably sell your candles at a higher price point than those selling in deeply discounted mass merchandise stores.

Are you interested?

Making candles at home for cash is a process. The first step is learning how to make candles and the various types of them. You will need to invest some money in the process to purchase supplies to create the candles. In addition, you will need to become your own sales person in that you need to find customers and sell to them.

There are several other things to keep in mind as you begin to work to make candles for cash.

1. This is a business, not a job. You are unlikely to be working for someone else who will pay you a paycheck. That means, you will only make money when you sell the candles yourself.
2. Running a business means taking on special responsibilities. For example, if you produce a product that is less than high in quality and the result is that the product fails to work as you have said it would, you are responsible for refunding the customer.
3. You may need business insurance to protect your business from any instances of fault. Even though you have just a small business right now, it is important to protect yourself and your business from claims made against you. In most cases, business insurance will just be liability insurance especially as your business just starts up.
4. Your business is likely to start slowly and build up in income over time, the more you work the business and the more people learn about what you are offering to them. With that in mind, remember that you may not be able to make a full time income selling candles right off the bat. It can take time to work up to that level, but it can happen.
5. There are no guarantees when starting your own business.

## **IS THIS FOR YOU?**

Many people find themselves in a position to start their own business after being laid off from a job or even just because they have more time on their hands. You want to do something personal that will allow you to make a profit right from your own home. The question you should focus on, though, is this. Is candle making the right business for you?

Turning to a business idea that is something you already love to do is a good first step. When you have a passion about the job you are doing, you are going to do a better job with the finished product. The more passion you have for the candle making process and business, then, the more you can excel and push yourself ahead of the competition.

Candle making is a strong business model for you to consider, if you love to make candles. Candle making and selling can be done completely over the Internet if you would like to do so. Many other people will take their candle creations out to fairs, markets and even sell them to neighbors, family members and at trade shows.

The potential to make money in candle making is readily available. You can see the profit potential by checking out some of your competition. Note their price points and the types of candles they are making. You do

not want to copy them, but you do want to stand out by creating something that is truly unique.

With candle making, you are likely to see several spikes in your business. Christmas time is usually a strong time for candle making, as is Valentine's Day. Yet, sales are likely to be steady all year long, especially when you market your business well.

## **THREE SALES METHODS**

There are three main methods to use to get into the business of selling candles. You can select to do more than one of these.

### **#1: MAKE YOUR OWN CANDLES**

The most popular method is to make your own candles and to sell them under your own, new company name. This option is best suited for those who have the passion for candle making and the ability to make quality candles from home. Keep in mind that when you do take this route, you will need to have a place to sell the candles you make. You do not want people who are just going to shop, but people who are going to buy. Some options to consider include open-air markets, malls, selling at a college campus and local community centers. If you are the creative type, this method is likely the best option for you.

### **#2: BUY WHOLESALE CANDLES AND RESELL THEM**

For those who are not so creative but still see the profit potential of selling candles on the Internet, this option could work well for you. Here, you will purchase the candles at wholesale prices and then sell them at retail value so that you can turn a profit. You can work with many wholesale candle companies. You can sell these candles online, through websites such as eBay or even start your own online sales website and sell them in this manner. You can, of course, use other methods for sales, such as selling at malls, selling to retailers, selling at fairs and much more.

### **#3: WORK AN MLM**

If you would like to just be part of a business that sells candles, such as being a consultant, you can follow various business models out there. Keep in mind a few things here. First, you will need to follow the required methods of sales that these companies provide. Second, in order to turn a profit you may have to recruit others to work under you. Finally, the profit potential of selling in this manner is mixed. If the company does have quality products and the market is not yet saturated, it could be a good

investment. On the other hand, if the business is only offering a small cut of the profits, it may not be worthwhile to you.

For the purpose of this eBook, we will focus specifically on selling the candles that you make. If you do plan to use one of the two other methods listed above, there are still valuable tips and resources located here. In fact, the marketing pages will definitely help you to pursue this dream.

Now that you have a good idea what it will be like to work in this business, it is time to get started. Where else is there to start besides learning to make candles!

# 2

## HOW TO MAKE CANDLES TO SELL

Now that you know the profit potential that can come from making candles to sell, it is important to learn how to make candles.

In this chapter, we will talk about a variety of methods to making candles, but it is always in your best interest to do some additional resourcing before you start out. The key is to have the most unique and interesting product you can so that your market is specialized enough from others who are selling candles. You may want to explore some of the more unique methods for making candles, then!

In addition, note that there is not just one method for making candles. There are many and it is understood that you can be as creative as you would like to be here. The following method is a basic one that outlines the basic method of making candles with basic ingredients you can find at most any craft store, though you may find more option if you shop online for the candle making ingredients.

### **WHAT YOU WILL NEED**

The following are some of the requirements you will need to start making candles.

1. Take the time to learn about candle making safety. You need to understand that making candles can be quite dangerous if you do not follow some basic safety.
2. You will need some type of heat source. Many candle makers will purchase an electric hot plate to use solely for candle making to keep their stove from becoming wax caked. If you do not do this, use your electric stove, not gas, as your heat source.
3. You will need a double boiler, a set of bowls or pans that nest inside of each other. It allows you to melt items in the top bowl without actually placing the product on the heat directly. You can find these in stores, but you can also use some of the pots and bowls you have at home. First, you need a large low pot that you will boil water in. Then, place a bowl on top. Glass or metal are fine. The bottom of the bowl should not touch the bottom of the pan, but

preferably, there should be several inches between. Some people will use an old coffee can set to do this.

4. You will need wax. Wax can be purchased in various styles. Choose the product you wish to use.
5. You will need a wick. You can purchase strings of wick directly, which is often the best option since it allows you to avoid having to worry about the safety factors involved with having the wrong type of product.
6. You will need a mold. The mold needs to be in the shape that you want the candle to be shaped in. Bowls, containers or even professional candle molds are available to use here.
7. You will need fragrance and/or color to add to the hot wax so that you can create something interesting. You do not have to use either one, though. Appropriate products are available in most craft stores and online.

Keep in mind that when you are creating a unique style of candle, you may need specialized wicks and wax to produce it. The good news is that this does not have to be difficult to do.

Another tip: do consider the use of a variation of candles in your sales. For example, you may want to use different essential oils in your candles to create several difference scents to attract buyers with.

## **MAKING A CONTAINER CANDLE**

The easiest type of candle to start with is a container candle. You can create these rather easily and it is a good type of candle to test the waters with. You can use a variety of different types of containers for these candles. Try out a few options such as glasses, buckets, bowls or any other container that is able to handle the hot wax you will be putting into it. It needs to be leak proof and it should also be fire proof since the candle does not come out of the container when it is being burned!

The following are some simple steps to creating a candle like this.

1. Set the wick by using a straw to do the work for you. Use hot glue on the bottom of the wick tab to hold it in place at the bottom of the container. Press down well.
2. Be sure that the wick is centered in the bottom of the jar or the candle may not burn properly.



3. Attach the wick bars or plastic straw to keep the wick in the center of the candle. These lay across the top of the container opening and hold the wick straight up.
4. Heat your jars to avoid wet spots, where the wax does not stick to the jar well. To heat your jars, you should simply place them on a cookie sheet and place them in a very low oven, with a temperature about 150 degrees. This heats the jars just enough but it does not melt the wicks in the process. It will take just a couple of minutes.
5. Next, use a double boiler to melt your wax. As mentioned, place a pan of water on the stove over medium heat. Then, place a bowl on the top of the pan. It should nest there (not touching the water underneath.) Place the wax inside the bowl and slowly heat. Heat the wax to about 180 degrees.
6. Measuring the amount of wax, you need can be tricky sometimes. Keep in mind that if you make an 8-ounce candle in a jelly jar, you will likely need about 7 ounces of wax.
7. Once wax is completely melted, you can add any color or fragrance oil you would like to. The color and smell of the candle will depend on the amount of color and fragrance you put in. Control the color to fit your needs.
8. Stir well to combine the fragrance and the coloring so there is an even color throughout the wax.
9. Cool the wax to about 150 to 160 degrees. This usually takes just a few minutes. Hint: it is best to use a candy thermometer for all of these measurements rather than guessing at them!
10. Place the heated jars on a safe, stable surface. Keep the jars in a close grouping so that they stay warm longer.
11. Slowly pour the wax into the jars. You do not want to overfill them. It is best to leave at least some room at the top of the jar.
12. Once poured, check the wicks to make sure they are still in the center of the candle.
13. Wrap the candle jars in a towel so that they stay warm as long as possible. Cooling them slowly is the best method possible.

After the candles have cooled completely, which should take you at least overnight, you can then trim off the wicks to about half of an inch above the candle. Use a match to light them and turn them on. Enjoy them.

Here are a few more ideas for making candles using similar methods:

- Try to make votive sized candles by using Dixie cups.

- You can make pillar candles using a proper style of container.
- Rolled pillar candles are another option to consider.

Come up with your own ideas too!

## **KEY TIPS**

There are other methods for making candles you can use. Explore them. Also, keep in mind these very helpful tips.

- Keep an area of your home set aside for making candles. Wax can easily get on surfaces that you could not imagine. The key is to contain the mess!
- Remember that candle making is not something that children should do alone. Help your child. Candle wax can be incredible hot and this means second-degree burns or worse can occur.
- The first candles you make may not be as "pretty" as you would like them to be. Give yourself some time to actually learn the method and to perfect your art. Over time, you will improve your skills to a level that is appropriate for candle making fun!
- Do consider the various options you have and experiment with new methods to making candles. Variety is often a very important part of a candle making business.
- Be careful purchasing candle making kits. This may be a good option if you plan to simply try out the process of making candles, but it will not be acceptable if you are doing it for your business. These kits are often far too costly for the number of candles you will make. You can find wholesale candle supplies readily available online to use to make candles for your business.
- The quality of the wax is important. Inexpensive and even cheap wax is available, but it may not melt well or it may not dry properly. You do not want those areas of the candle to be limited by inexpensive wax.

Making candles can be a lot of fun. You are only limited by the creativity that you have. Keep in mind that safety should come first, both for you and for those who will later use your candles. For this reason, always use high quality ingredients in your candles.

# 3

## **CANDLE TYPES TO PRODUCE**

When it comes to a candle making business, people will expect variety. If you have just one or two types of candles to sell to your customers, chances are good they will buy one, just one, of them. Most people do not burn candles on a daily basis and therefore it is unlikely that they will purchase numerous candles that all look the same, smell the same and offer the same decorative purposes.

Also keep in mind that one candle may not really appeal to everyone. If you make only vanilla scented candles, those who do not like the smell of vanillas will in fact pass on the chance to purchase them, even if they are your best friend!

It is up to you to change things up by offering a variety of products. Like any good business, you do need to cater to what your clientele is looking for. With candles, that could be numerous things.

What type of candles should you make? Here are some ideas that can help you with those decisions:

### **ECO FRIENDLY CANDLES**

One of the largest draws today is for environmentally friendly, or eco friendly products, including eco friendly candles. This can be an outstanding selling point for you if you produce this type of candle. If you think there is some crazy method of making a candle in this manner, think again. The process is not difficult and requires only the use of more natural ingredients than chemical based waxes.

### **BEESWAX CANDLES**

The best products to use are pure beeswax candles. These candles burn just as well and they produce the same type of glow. You will find them rather easy to work with, too. Beeswax candles are an easy investment because they allow you to be just as creative as you would like to be without using a product that is dangerous for the environment.

Beeswax candle wax can be purchase wholesale to use in your candle making process. It may be slightly more expensive than other forms of wax, but this can easily be translated into higher profits for you when it

comes time to sell your candles. Eco friendly products may be priced slightly higher if the quality of the candle is worth more.

## **VEGETABLE OIL WAX**

Another eco friendly choice that works well is vegetable oil wax. This product melts quicker than other products, though. Still, it is a good option that can work well when you are mixing it with fragrances and oils.

Keep in mind that when you are creating eco friendly candles that you do not just want to focus on the actual candle wax. Depending on how intensely eco friendly you want to be, you may also want to consider the following:

- Use only essential oils in your candles for a fresh, but natural scent. Look for other scents that are derived from nature!
- Look for organic candle ingredients. Organic products have been grown and produced using no chemicals or other harsh additives. The ability to use the word organic on your candles is only possible if every aspect of your candle is naturally made without the use of insecticides, pesticides or other toxins.
- For colors, look for all natural, organic food colorings for your candles.

These tips go for all types of eco friendly candles!

## **SOY CANDLES**

Soy has become the wonder product today. It is used in various methods to create an all-natural substance that can be used in various methods. When it comes to candles, soy candles can be a highly attractive selling point! These candles are made from soybean based wax. These candles are soot free, vegan and are biodegradable, all of which are attractive selling points you will want to use later!

These candles will burn at up to 50 percent longer than traditional, paraffin candles do. If they are spilled over, they can be cleaned up using nothing more than soap and water, rather than having to heat the wax to cleanse it. Again, these are great selling points for you to make later when you sell the product.

There are a few negative aspects of using soy candles, though. First, you will not get the strongest scent from these candles as you would from paraffin candles. This means that the scent of the candles will not carry throughout the home as well as other candles. In addition, soy candles must be encased in jars or some other material because the soy is

actually quite soft. This increases your costs since each candle must be sold in the molding container. On the other hand, candles that sell in their containers often sell faster and they often sell at a much higher price point.

In addition to this, there is one additional thing to consider. Avoid GMO varieties of soy candles. Instead, you want to focus on certified organic ingredients to add to your candles!

## **PALM OIL CANDLES**

If you are looking for something unique, consider palm oil candles. These candles work well and they provide you with an easy to use wax. The biggest drawback to using this type of wax is that it is more expensive and sometimes can be harder to find.

Still, there are some benefits here. Palm oil does not kill a plant when it is being used since it actually comes from coconuts, the fruit of the palm tree. In addition, palm oil candles do very well at burning clean, which is an important feature for most candle buyers who will use their candles often. They also last a long time. You do want to focus on all natural ingredients when using palm oil to get the most profit from your investment, though!

## **SELLING POINTS:**

We have mentioned several selling points for these types of candles. Eco friendly candles have such a large following that people do know what they are talking about when buying them. Still, there are a few more things to keep in mind.

- Do not use mixes of wax. Some candles are sold as mixtures of eco friendly waxes with paraffin. If you produce these candles, they will not be able to be labeled as eco friendly, reducing their overall benefit to the consumer and your bottom line!
- Avoid any lead products. Wicks sometimes contain lead in them which is a big turn off to those who are buying eco friendly products. This is actually quite common to find in wicks, unless you take the time to invest in the best product you can find. Lead wicks can be health hazardous!
- Scentless candles do well! There are many candle makers that opt to use synthetic, or manmade candles. These candles are less likely to sell well because, unfortunately, they are not fully eco friendly. Many people realize that these scents (and even colorings) are unhealthy because of the chemical based ingredients. Rather, look for organic and healthy essential oils to include in the candles instead.

- Animal free is a must have candle consideration. Most people who purchase environmentally friendly candles are looking for products that do not contain any animal fats in them. Some candles, even those sold as natural, may contain stearic acid, which comes from fat at meatpacking plants. Avoid this in the candles that you produce.

## **COSTS AND CANDLES**

When it comes to using products for your investment that are environmentally friendly, you may run into a problem with costs. After all, purchasing soy wax will be much more expensive than paraffin waxes. Is it worth the cost?

It can be, if you use it to your advantage and you have the right market for the product. Here is what you need to do to keep costs in line.

- Purchase from trusted wholesalers who only sell top quality products. Wholesalers reduce costs but some of them are less than honest about the quality of the products they are selling. You need to be able to tell your buyers the good qualities about your candles.
- If you invest in soy candles, educate your buyer about the benefits of them. Environmentally friendly candles are a good thing for the environment, but also for the individual too. You should display, in some of your marketing material, the good things that come from selecting this higher quality of candle.
- Become the expert in the industry and sell it! You need to know all about the candle ingredients and the various benefits of using them. In order to show that your products are high in quality, you will likely need to tell people why they are better than others. In other words, why should someone spend twice as much on a candle they purchase from you over the ones they can buy at the local grocery store?
- Estimate costs properly and market sell products in line with your costs with a profit factored in.

Now that you have some idea on the various types of candles that are available, spread your wings and try them. You can start slowly! Start by producing one or two types of candles to feel out the market. Get to know your customers and ask them what they would like to see in the candles you create. That way, you can tailor more of your candle options to their needs!

# 4

## **SETTING UP YOUR BUSINESS**

Take some time to perfect your skills in candle making. The more pristine and beautiful your candles are, the more amazing the final project will be. That means that the candles will be solid sellers for you.

Once you have the skill, the next step is to figure out what to do with them.

- How will you sell them?
- Who is going to buy them?
- What type of other training and experience do you need?
- Do you need to meet legal requirements to sell your product?
- How will you make this work?

You may have a lot of questions like those above running through your mind. The good news is that we can easily break up that information and give you the answers you need.

## **STARTING YOUR BUSINESS**

In the United States, there are a few things to know about starting a business. The biggest decisions you need to make involve ensuring you meet all guidelines for selling your product. Although it does not have to pass stringent tests or have to be licensed, you do want to make sure that you meet any local, state or federal regulations that could affect you.

The first thing to look into is the need to obtain a business license. A business license is obtained through your city or county government offices. It is inexpensive and simply lets the city know that you are in fact operating a business. Some areas have very strict regulation on working any business from the home. Those who make homemade items often do not have to worry too much about obtaining a license. While you need to have it in many cases, the process of obtaining it is simple.

Besides a business license, you also need to consider business insurance. We touched on this in an early chapter. Business insurance will protect you and your business from any claims against you. For example, if someone is injured by a candle you create, the lawsuit does not fall on

your shoulders to financially manage when you have this type of insurance in place.

In addition to this, check with your local chamber of commerce to learn more about other laws and regulations regarding the ability to work from your home and selling product like candles. Be sure to note that your business will be producing handmade products and that there will be no factory style set up that could bother neighbors or affect the neighborhood.

## **EDUCATION AND TRAINING**

The next thing to focus on is training. You probably have a good idea of how to make candles, at least from the brief description we have included. If you would like more education on the processes available, definitely consider taking a course or two. Many community colleges and sometimes community recreation centers provide this type of course. This inexpensive training can open the door to new methods, too.

Beyond that type of training, you also may want to consider some additional training in the area of business management and marketing. Any good business owner will need quality skills to manage their business. This includes:

- Accounting and bookkeeping methods
- Managing other people who you may hire to work with you
- Managing inventory
- Business economics training
- Marketing and sales training can be quite helpful
- A general business administration and management course can be an ideal area to focus your education

Many of these courses can be picked up at your local community college. Do you have to take them? The answer to that is no, but it can be beneficial for you to do so especially as your business starts to grow and prosper under your success.

## **WHO IS YOUR CUSTOMER?**

You have the skills you need. You have your business set up. Now, the question is; who is your customer?

Your customer is not going to be a single group of people. Teens buy candles. Married couples buy candles. Even those who are elderly enjoy a quality candle. Business professionals to stay at home moms will enjoy them. This wide demographic is ideal in terms of giving you plenty of



places to start making money. But, you still have to find consumers to work with you.

You can sell your product through various methods:

- Sell online if you want to attract a worldwide audience.
- Sell at local craft fairs and trade shows.
- Sell your candles at church functions and charity events.
- Offer to produce 100 candles at a discounted price for a school to use as a fundraiser (you still turn a profit, here.)
- Sell your candles at local shops and even at larger retailers after pitching the product to them.

These are just a handful of ideas. Yet, when you work to grow your business you will need to focus on them. You need to know that your business can grow quickly because you are always expanding your customer base.

Now that you have some idea of who your customer is and have your business set up, the next task for you to conquer is getting the business open. In the next chapter, you will learn various marketing methods that you can utilize to help you to keep that customer base growing and your business expanding both locally and on the web.

# 5

## MARKETING YOUR CANDLE BUSINESS

Making candles for cash is only a good business to work on if you can have the customers to buy from you. Customers come from the marketing that you will do. Not all businesses will require a lot of marketing expertise, but with candle making, you do have to showcase why your business can do well.

In this chapter, we discuss numerous methods for you to use. Start with the basics and work your way up. Increase your marketing budget when you start to turn a profit so that you can continue to see your profit margin rise.

There are two main focuses here: selling locally and selling online. We recommend that you take your business full speed ahead and target an international audience using the web as well as networking locally. The combination is going to help your business to grow steadily.

### **LOCAL MARKETING METHODS**

Initially, work to promote your candle business locally. There are several reasons why this is a good option:

- You can grow your business slowly so that you have the ability to try out new products and expand your inventory.
- You can get to know your customers and create word of mouth advertising, something we will mention in just a few minutes.
- It is less expensive to get started. Later, when your candle business grows you can move into a larger capacity of orders when you can financially manage to do so.

The local market is a fantastic place for you to sell your candles. Most people find a variety of benefits coming from online marketing methods, too, but get the quirks out of your system by starting locally.

The following are some of the best methods for local marketing methods.

- **Word of Mouth**  
Beyond a doubt the most effective and most powerful form of advertising is word of mouth advertising, which is simply the type of advertising you get when one customer tells another about your

product. Encourage those first buyers to tell others about the product you have. You can also use coupons such as a "One for you and one for your friend" discount. You want people to talk about the product that you are selling!

- **Local Advertising**

Print ads in local markets can also be highly beneficial especially to a new business. For example, you can add your company into the church bulletins around town. You can place an ad with your local newspaper or other circular that offers sales offers. Local advertising in print is an excellent method for you to get people to stop and think..."who is this?" That gets them to contact you right away to learn more.

- **Crafts and Open Air Markets**

Many people who make products to sell will take full advantage of the numerous craft shows available to sell their products. You should be there! You will likely need to pay a small fee for using space at the facility. The craft event, for example, may draw in thousands of people all of whom are interested in the homemade products you have to offer. Be sure to pass out flyers and catalogs, even very simple ones, so that these customers can become regular customers for your business.

- **Business Cards**

Online you can find numerous companies that produce business cards for small business owners in a variety of designs and styles. You need them. Sometimes you can even cash in on free offers and discounts on these business cards. The fact is, when someone asks you about your candles, you need to tell them about them. Nevertheless, when they walk away, you want them to remember you. A business card is an easy way of making this happen. It is also one of the least expensive methods of print advertising you can find.

- **Flyers**

Flyers can work for advertising your product as well, but if you go this route, be sure you use the advertising properly. The worst thing you can do is get in trouble with the police for placing flyers on vehicles when it is illegal to do so (find out at your police station before you go this route.) Flyers are not just for that need, though. You can place them on community bulletin boards throughout your city (check grocery stores and community centers). Create pull off tables at the bottom of the flyer that will allow the reader to take your number with them.

- **In Store**

Do not forget about approaching local businesses and letting them help you to sell your candles. They may be willing to take some of your stock and place it on their shelves. You will need to be careful with pricing here to ensure that your business is able to see profits after the store takes a small cut. This method is highly effective

once you start to get some inventory in place. It will allow you to get in front of more customers than ever before. Look for these companies throughout your community. Salons, nail locations, craft suppliers, gift shops, even workout centers may allow you to do this (especially if you are selling eco friendly candles!)

## **PRINT TIPS**

For many of the above mentioned marketing methods, you will need to take advantage of printing services. Find a local printer, preferably a smaller company who can offer you lower pricing. You can use their services for many of your particular printing needs including:

- Designing a company logo for you to use throughout your printing products
- To design and print labels for your candles, so that they look professional and there is a lasting reminder of who made those candles
- To print off flyers
- To print catalogs for you to give with all of your candles in them
- To print off your business cards
- To help you with mailers that you can send through the U.S. Postal Service to potentially interested clients.

As you can see, you can provide a local business with a good amount of printing work. Network with them and try to work out a package price to reduce your costs in total. You will benefit from doing so and so will that printer!

## **MOVING TO THE INTERNET**

Stretch your arms now...you are moving your business into the World Wide Web and that means a whole new set of methods for advertising your business. Many small time business people are doing very well by selling their home made goods and services through the web. Again, the most effective marketing method here will be word of mouth, where one person is happily surprised by your product and tells others about it. The difference online is that you need to create someplace for interested parties to go once they learn about you.

This starts with utilizing a website. It is highly recommended that you invest in a professional web design company to design a website for your candle making business. But, be sure you are involved in the website design. You want to be able to change things and add new things to your website without having to always contact the company to do the work for you.

Once you have a website set up, be sure that you have an e-store. In other words, you want customers to be able to come to your website, learn about what you have to offer and to buy right then and there. This can be set up through the web design process and it is a critical aspect of making your business a success online.

Now that your website is ready to accept orders, you need to let the world know that your business is there and let them know about you.

To do that, invest in any of the following online marketing methods, all of which are going to provide your business with the traffic (or website visitors) you need to generate sales.

- Get your website listed in the search engines. You can do this by utilizing a variety of search engine optimization tools. It is highly recommended that you learn about SEO and how to implement it into your business. It can be one of the most effective methods to getting visitors to your website.
- Use a blog to let people know what is happening in your business. For example, if a new type of candle is being made, let others know this through a blog post. Then, advertise that blog post. You can do this through a variety of social marketing methods, such as using services like Digg.com, StumbleUpon.com, and Twitter.com. Visit these websites to learn more about how they work. They can create a steady stream of customers coming into your website many of which want to buy from you!
- Place a signature in your contacts online so that others can visit your website. For example, after your name in an email, your signature line may read your business's name and website address. This way, anyone who receives an email from you can check out your new business (you can set it up so that this is done automatically for you.) If you visit other blogs or even websites where there are forums, add a signature line there, too.
- Set up an email campaign. Here, those who do visit your website can sign up for your newsletter and your email campaign. That way, you can send them a quick email about discount offers and even new products. This process allows you to get people to come back to your website many times over so that you can get their business again and again. This is a bit of an advanced topic to discuss, but you can find outstanding resources to help you to set up an email campaign.
- Talk with others and let them know. Beyond anything else, you want people to know that your business is there by you telling them about it. This information may be obtained in numerous ways. The key is just to tell others by word of mouth, but your website should also be listed on all of your printed material and business cards, too. Many people who are local will still buy online, or want to use

the web to help them to track down pictures of what you have to offer.

As you can see, this is a large number of methods to advertising online. There are more and you can learn about them as your business grows and expands in the online market.

Here are a few more tips regarding selling candles online:

- Be sure that your website offers only secure payment methods. People will not buy from you if they cannot easily make payment to you without being concerned about doing so. You can use payment solutions like Paypal.com where anyone with a credit card can pay you. Discourage people from sending cash or checks to you since this could be problematic.
- Invest in a high quality camera and get great photos of your candles online! People want to see what they are buying. It will make a remarkable difference in the number of sales you have if your pictures are clear and attractive.
- You can have a personal style of website, but you want to run your business professionally. In other words, you can have that "stay at home mom blog" style that you love but you still want to be sure customers are treated well so that they keep coming back to you repeatedly.

Your website will be the mark of your business success, when it is done well. The good news is that it does not have to be hard to create such a top quality website!

The combined efforts of marketing locally and online will allow your business to profit and to grow. You do not have to invest a lot of money in any of these marketing campaigns either! That is the best part!

Down the road as your business grows, you can expand your marketing efforts to include more methods of advertising that take your business nationally. For now, start with some of the local marketing methods listed above. Use the profits you make to drive further promotion and expansion. Do not forget about networking. Work with others closely to help both of your businesses to grow!

# 6

## THE MONEY TO START MAKING CANDLES WITH

Money is a big factor when it comes to starting your business. Luckily, it is not always a big decision. As you consider starting your candle making business, there are several things that you will want to focus on.

### **INCOME POTENTIAL**

What is the potential income you can earn from making and selling candles? The income you make really is dependent on the type of candles you produce as well as how aggressive you are in marketing your business. The short answer is that there is no set amount you will make but there is no limit to how much you can make either.

You are unlikely to become a millionaire in candle making quickly (though if you have an outstanding original idea, it could happen down the road!) If you operate your business part time from your home, you may make between \$10,000 and \$25,000 per year, with a decent amount of advertising and most likely after a few years in the business.

For those who are working their business full time, there is the income potential of well over \$50,000 available to you, once you are good at your craft and have a steady base of online and local clients to work with. For some people, making candles is an incredibly rewarding experience and that alone is enough to sustain them. But, remember, profit potential is really dependent on how well you sell your product!

### **FINANCING YOUR BUSINESS START UP**

How much money do you need to start your business? Initially the costs will be minimal as you purchase the ingredients you need to make your candles, but later, as the number of candles you make grows, you will need to estimate higher costs. Initially, to start producing a handful of candles, your costs will be around \$100 to \$300 depending on what you purchase to get started with.

Most candle making businesses will start small and work their way up. But, keep in mind that financing your business start up can still be done

down the road when you are looking to expand your business. For that reason, the following are some of the options you have when considering the loan options you need.

- **Savings**  
Many people will finance their business start up costs through savings. This is the simplest method (you already have the money) and the method that gives you the best cost since you do not pay interest. But, there is the most risk here. If you obtain any of the other forms of credit, and the business does not perform well, you could declare bankruptcy (for the business.) Still, the least expensive start up method is using your savings.
- **Family and Friends**  
If you need a low cost loan, consider asking friends and family to help you to pay for your costs. This is a good option since even if they do charge you interest it is likely to be fairly low in cost to you. But, there are drawbacks here, namely because you will likely need to have someone standing over your shoulder watching you. Many times, financial matters can cause rifts in families and friendships and therefore if it is possible, this method should be avoided.
- **Credit Cards**  
Since starting a candle business is a low cost business in the beginning, a credit line may be the right route for you to take. Credit cards and other lines of credit can help you to fund your business without actually pushing you to take on more debt than you need to. For example, if a lender gives you a line of credit for \$5000 but you only need \$1000, you are not paying interest on the un-borrowed \$4000.
- **Secured Loans**  
Secure loans offer much more risk for you, the borrower, than any other type of loan but they offer a lower cost. These loans may be taken out on the value of an asset that you have. For example, if you have equity in your home, you can borrow against that loan to start your business. Secured loans are usually much higher in value and you may want to reserve the use of these types of loans for the time when your business is large enough to require a factory or heavy equipment of some sort. Most national banks and credit unions offer secured loans. Be careful with them. If you fail to repay these debts, your asset (such as your home) could be taken from you to repay the debt.
- **Government Loans**  
In the United States, the Small Business Administration offers some of the best loan opportunities for small businesses like your own. Most of these business loans are for startups or those who need working capital to get their business running and to keep it there. These loans are low interest and even available to those who are unproven or have less than ideal credit. These loans are often larger loans, which may be ideal for starting a factory or purchasing



a sizable amount of inventory to move your business into the right direction.

## **THE BUSINESS PLAN**

As you start to apply for some of these larger loans for your candle making business, you may find that you need to have a business plan. This plan provides the lender with a large amount of information regarding your business including:

- What is the business?
- What makes your business unique?
- Who will manage the business?
- Why will your business turn a profit?
- Is there competition and what does your business offer above that competition?
- Who is in the business and who is financially responsible for it?
- What will the borrowed money be used for?

The business plan outlines virtually everything that a lender could want to know about if they should lend to you. Having a professional business plan written is without a doubt one of the most important aspects of getting these loans. At first, your business may not need this size of a loan, but when it grows to the point of you needing to add on to your home or even invest in a factory setting, and then you may want to turn to them.

## **MANAGING YOUR BUSINESS'S MONEY**

Another aspect of money when it comes to managing your candle business will be in the management of funds on a daily basis. Right from the start your business will need careful records of all income coming in and going out so that you can document this information for tax purposes. Here is what you need to keep an eye on:

- Keep a log of everything that is purchased for your business. This includes all equipment, supplies and inventory as well as goods for advertising your business.
- Keep a log of your transactions, too, with all sales marked as such. You may need to charge tax for the sale, depending on where the sale takes place.
- You will need to report your profits and losses on a tax statement at the end of the year in the United States. Work closely with a tax accountant who can help you with your small business tax needs.

There are also needs to manage not only your income and expenses, but also the methods of taking funds from customers. If you plan to take credit cards, you will need to have this ability to do so. It is highly recommended that you use a website like Paypal.com, or a similar one, in which customers can come to your website, use their credit card, PayPal balance or even Western Union to pay for their purchases. This way, you do not have to handle the actual handling process yourself.

To manage all of the financials in your business, consider the investment in software. Some of today's most valuable software for small businesses is not expensive and is even available in local office supply shops. This software will give you the ability to manage income and expenses, but also gives you an idea of where your business stands in terms of profit and loss at any time. That can come in handy later.

As a business owner; managing money is a large part of your business's success. You may not realize just how profitable your business is unless you learn to manage your income and expenses right from the start.

At the end of the day, you want your business to turn a profit for you, no matter where you actually get the money to start it and how you manage it. By taking careful steps now to manage your investment, and to make sure that you know where your money is being used, you can give your business the extra "helping hand" it needs to be truly successful.

# 7

## **MAKING YOUR CANDLE MAKING BUSINESS SUCCESSFUL**

A candle making business can make you cash, real cash. The fact is, this is one of the easier businesses to get started and if you put enough of your heart and soul into the process, you will see your business grow over time. Every good business owner needs to realize, though, that there is a lot that goes into managing their business. In many instances, it becomes essential to focus on the business as a whole: who is your business and what can it do for you- questions like this need to be asked continuously so that your business can keep expanding.

Now, how can you enhance your candle making business to make it more profitable? We have a few ideas that can help you to turn a larger profit sooner in the candle making business.

### **CUSTOMIZING FOR HOLIDAYS**

It is the fall season...your business should be focusing on Holiday themed candles that can help your business to sell them as great gifts during the Christmas season. It is the middle of winter...are you thinking about Valentine's Day candles? How about Easter, 4<sup>th</sup> of July, Thanksgiving...the list goes on and on.

Many of the better candle businesses offer candles that are holiday specific to encourage people to make the purchase. Here are some ideas to think about:

- For Christmas time, consider candles that are pine, cinnamon, or even peppermint in scent.
- For Valentine's Day, go with rose shaped candles with a beautiful red coloring.
- For springtime candles, focus on Earthy tones of spring and fresh scents.
- Create candles that are in odd monster shapes for Halloween.

The idea is to offer something special for the holiday season that is approaching. If you do this, give yourself several months to get your inventory high enough for customers. Be as creative as you can even

making your own candle molds to pull it off. Sell at craft shows, for example, during the holiday season.

## **CUSTOMIZE CANDLES FOR OCCASIONS**

Candles are a very important part of romance and as such, any romantic day of the year can be a great one to have candles for. For example, you can design candles perfect for anniversaries, first dates, or even wedding gifts. Do not limit yourself to just romance, though.

People love to give others fun themed candles. Here are some ideas.

- Create fun birthday candles that people can give as gifts for someone's birthday. You can even create special candles with big birthday numbers such as "30" and "50" years old.
- Consider candles designed in fun characters and shapes. Many people love their pets and would love to invest in a candle that looked like their pet. Go with candles in the shape of stars, too.
- Do offer a wide range of non-specific occasions. For example, pillar candles are great for more than just romance. Candles sold without containers may fit in their preexisting candleholders. These candles may be eco friendly or may even offer a special scent.

In some situations, you can even offer you customers the opportunity to customize their candle needs. This could be a unique candle making process in your area, which could attract even more customers to you on a regular basis!

## **CANDLES FOR RELAXATION**

Another large market for the candle industry is the relaxation industry. People enjoy candles as a way to relax and let go of the stress of the day. You can specialize your products to cater to that particular need.

- Create special scented candles for various moods. For example, some candle scents may be designed for relaxing after a long day of work while another scent could be a pick me up instead.
- Offer soothing colors and scents for the bathroom...bedroom...or even the kitchen.
- Offer candles that are designed to be inspiring and relaxing, too, based on their shape or the candleholders that they offer.

Marketing these candles as such is as important to be sure to involve your printer in the process of creating relaxation type candles for your customers.

## **MORE SALES IDEAS**

To help you get your candle business off the ground, consider these sales ideas that will help your business to sell more candles!

- Offer sales! Sales are a great way to get people interested in the product that you are offering. You can get people to buy more if they see there is a discount.
- Offer a discount to those who sign up for your email newsletter. This way, you can alert them of new products and get them to keep coming back to your website.
- Offer candle baskets, then your customers can have more than just a candle with their purchase. A relaxation gift basket may include bath salts, a few candles, a basket and perhaps even some body lotion. Choose different combinations for the various ideas you have for your customers.
- Do not forget the accessories. These you may need to purchase wholesale to resell to your clients at retail value. For example, you may want to consider accessories like candle holders, hot plates, gift bags and gift cards...anything that you think could compliment your candles can be excellent add-ons.
- Sell sets of candles for various scents. Your package for Christmas, for example, may contain several different holiday scents in several candles. Choose all different themes.
- Sell your products based on what they are as well as the advantages they offer over other products. For example, if your candles are homemade, let others know that. If they are made with organic ingredients only and are eco friendly, share that information with your customer, too. The more information they have, the more likely they will be to buy from you!

As time goes on, you will find numerous methods of selling your candles. You will also learn what methods work and which do not do as well. This is a very specialized industry, but it is one with various benefits. In your area, religious candles may do better than eco friendly candles, for example. In your area, the sales point will be much higher than someone else may be able to get. The key is to stay vigilant in your market place until you find the right market for your candles.

# CONCLUSION

Sit back for a moment and consider where you are right now and what you would like to be doing?

- Can you become passionate about candle making?
- Do you have a natural sales ability that will help you to market them?
- Are you creative enough to come up with a unique product?

As long, as you have the skills; and of course the ability to create candles you could be selling them. Although there may seem like there are many steps in this puzzle, you normally will find the process to be one of the easier businesses you can start up either part time or full time. Plus, you will also find yourself enjoying the process if you have always dreamed of owning and running your own business. This can be an ideal way to make a living!

Get started with learning to make candles. Then, explore the market place around you. Find out what people would like. Give away some of the candles you make first to get people talking. Soon, orders will come in and you will be well on your way to making a profit making candles from home for cash.

To Your Success!

**Marian Krajcovic**

<https://MariansWeb.com>

P.S. Free super affiliate course: [click here!](#)