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# **Richard Tong**

# <u>Email</u>

# **Recommended Resources**

- Web Site Hosting Service
- Internet Marketing
- Affiliate Program

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# **Please Read This First**

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Candles can Brighten Your Future!

# About the Author

Marcie Holden has been doing crafts for several years.

She said, "My job is fairly intense and doing my candles is like a complete break from that."

"It's a wonderful way to express creativity, whether you're making gifts for friends or even making a few dollars."

Marcie said, "Instead of sitting in our lounge and watching some boring TV program, I can try a new design or technique."

"The <u>doctor</u> tells me that a hobby which exercises your mind and your manual skills is very helpful in keeping you healthy."

"I like candle making because there are so many different things we can experiment with."

"It's been around since the early Egyptians ruled most of the known world but it still has enormous appeal."

"You can spend very little and still get great results with your creations."

Marcie also likes that she can recycle old containers as containers for what look like expensive <u>designer</u> creations.

She said, "That's practical recycling!"

"Some people worry about the flames and hot wax but it's really just a matter of using commonsense."

Marcie added, "I believe that almost any adult can make candles successfully with the help I provide here. And they can save <u>money</u> on gifts or even make extra dollars before too long."

Marcie said, "Don't worry if you don't like selling anything. When they learn the simple basics and start producing a few different designs people might start asking them, or even beg them, to make some for them!"

# Introduction

An article on Chron.com\* by Terry White of, Demand Media, reported that the annual <u>cash</u> sales of candles in the U.S.A. are estimated at more than 2 billion dollars. \*(the article has since been removed)

Some of the most powerful American corporations have subsidiaries in the candle <u>business</u> and the hobbyist numbers, including those who sell in small quantities are growing well.

When people see lovely hand-made candles, they want to know where they can they get some or how can they learn to make their own.

Thank you for getting your <u>copy</u> of my book! That's the first step to answering those two questions in the best possible way.

I'll show you how to make your own candles. Go through the steps a few times and then you will be ready to start creating your own designs sooner than you might believe right now!

There are as many ways to make candles as there are types of candles to make.

I'll focus on the ones which I believe are most popular, starting with some that are really easy!

I'll give you some tips about making up your own designs.

I'll also give you some ideas for selling your candles if that's what you want to do.

Your new adventure starts on the next page!

## Marcie Holden

# **Safety First**

It is important to keep safety precautions in <u>mind</u> with every stage of candle making.

We use heat to prepare the materials.

The coloring is concentrated and will stain.

Scent can damage skin and eyes.

The bright colors and shapes are attractive to <u>children</u> and pets who must be kept away from them.

A fire extinguisher is an **essential** purchase. Buy a regular model, not a one-shot aerosol type. They have a greater capacity and power. They can also be refilled. Tell the sales person that you want it to deal with candle making materials.

In the U.S.A. alone, more than 10,000 fires each year are caused by candles.

Many of these disasters <u>cold</u> be avoided or the damage reduced by a little forethought and care.

**Is that candle really out?** Make sure that your candles are completely inert before you put them away or leave the area where they are.

If a candle starts sputtering or lights unevenly, put it out with a snuffer and check it in a few minutes to ensure it is completely extinguished.

Trim the wick and leave the candle alone for some hours before trying it again. If the problem occurs again, break up the candle.

Candles should be kept away from any flammable materials.

Make sure there are no drafts which could cause uneven burning or blow a spark to another part of the room.

Maintain a safety perimeter of at least two feet around the area where you make your candles where no flammable items are allowed unless used in your candle making.

Snuff all candles before they get close to the end. Turn off the light or block

light getting to the candle for a moment to check that there is no sign of flame in it.

Feel the candle for any latent heat in any part of it.

Babies, small children and pets test new objects with their mouths.

Keep them well away from all your candles and supplies.

All candles should have short wicks – about a quarter inch or just over half a centimeter. Candles with longer wicks are more likely to drip hot wax and burn unevenly.

Read and follow all safety instructions that come with the materials you use.

Start a <u>craft</u> book with information relevant to the items and methods you use. Include a copy of all safety instructions. Make a printed copy to keep in a loose-leaf binder near our work area so you can refer to it while you are working and not have your <u>computer</u> or other device around the hot wax and other materials.

It's great to use discarded jars and other items for holding candles. But, make sure they are strong enough to support your candles and 100% fireresistant.

Take a break regularly to keep your <u>energy</u> up.

Before you start again, clean the work area of anything which should not be there.

Use a snuffer to extinguish a candle. Your fingers will be hurt and soiled if you just squeeze the wick and water can cause the hot wax to spit, causing damage to the surrounding area including a fire.

Your work area must be well-ventilated or your <u>health</u> will suffer. But, make sure there are no drafts or breeze from fans etc., which can fan flames or blow hot wax drops or sparks on to flammable items.

# Is Candle-making for You?

You like having decorative candles around and you want to try making your own.

Maybe you see an opportunity to make some extra money with candle making. That is something which is more involved and subject to regulation in most places.

So, I've put in a separate chapter to show you what you need to check and <u>plan</u> for even if you are just intending to try to cover some of the expenses you have making your candles.

You could certainly use that skill to make cheap but personal gifts for friends and family.

Before you invest significant money and time into supplies, use this chapter to get a clearer <u>idea</u> of what you want to do and what the long-term possibilities are that you have for your candle-making.

Do you have the space for keeping your supplies secure?

The materials must be kept safe from damage and where they cannot cause harm to your family, small children and pets.

You'll need an area where you can do your work undisturbed and without impacting on other family members' activities.

You will save yourself much time and expense if you take the first steps I describe slowly and carefully.

Research and plan before you spend <u>money</u> on supplies and equipment which would not be useful to you if you decided after a short while to try some other activity instead.

Keep notes of all your candle related actions for later reference.

Make sure that you keep records of any candles you sell. Even if you do not decide to make a <u>business</u> of your candle-making, you need to have records of sales and expenses in case there is a query from the <u>tax</u> authorities. I will explain a little more about this in a later chapter. You should talk to your

accountant or other financial <u>advisor</u> about this before you start making sales.

Fortunately, I will kelp you do these preliminary steps fairly quickly and then get on with making and enjoying your candles.

# What sort of Candle?

There are a wide range of candle types which you can make and almost infinite variations with each type.

Decide on the type of candle you will start with. Then, buy the materials for that type first.

You can find a lot of inspiration and advice on the Internet.

Some of the advice may be out-of-<u>date</u> or even wrong.

Although it's okay to copy some ideas while you are <u>learning</u> the craft, respect other people's rights.

Don't use any designs others have developed for candles to sell without getting their specific written permission first.

After all, that's what you would expect when you start developing your own ideas.

## **Container Candles**

These are one of the easiest types to produce. People use a wide range of containers for their creations. You can recycle small jars which jams and other <u>food</u> came in, so your costs could be very low.

The jars need to be warmed in the oven at a very low setting to avoid them breaking when you pour in some hot wax.

# Gel Candles

These are popular. Thick gels can become very hot, so they should not be too big. No flammable items should be molded into a gel candle.



## **Pillars**

Pillars are large, thick candles. They are described by their width and <u>height</u> measurements.

The photo is a posed shot. Please DON'T light them unless they are in a safe holder.

# Taper

These are tall, thin and taper evenly from their base to tip. The base is usually made of a size to fit common candle holders.

# Tea Lights

These short candles in metal cups are very popular for <u>decoration</u> and also to warm fondue dishes etc.

They are involved in many fires because people don't keep watch on them.

# Votive candles

These were originally used as part of religious ceremonies. They have wider acceptance now and are often seen as part of different celebrations.

A common size is about one and a half inches thick and two inches tall.

# **Tools and Equipment**

If you can afford to buy equipment which is specially made for candle making, that's a good option.

But, you can save some <u>money</u> and still get very good results by using items which have been made for more general use provided they are undamaged and clean.

I suggest you reserve any items used in your candle preparation just for that. Never use them for anything to do with <u>food</u>.

All the containers you use need to be able to resist heat. Also keep in mind that you need to avoid putting any container under too much stress.

# Double Boiler

This can be one you buy or you can simply use two metal pots and a small metal <u>cookie</u> cutter or a trivet.

Put the trivet or cookie cutter in the center of the bottom of the large pot. When you are ready to start melting your wax, pour water into the larger pot until the level reaches just above the base of the smaller one.

Then, heat your hotplate to a low temperature sufficient to start melting the wax in the smaller pot.

Never put the wax in a pot or other container which is directly contacting the heat source (hot plate or stove). That can cause the get too hot and that will cause a fire.

## Thermometer

I know many people use thermometers which are designed for making candy or cheese. They are <u>metal</u> and cover the relevant temperature ranges.

## Wicks

Wicks come in different widths and can be made of different materials.

Zinc core wicks are commonly used. The metal <u>core</u> holds the wick straight up without the need to fix it at top of the container before pouring your wax. It is fairly easy to use wicking without a metal core. Just stick the end of the wick to the bottom of your container with a sticky tab made for the <u>job</u>. Some people fix the end of the wick to the bottom with a small spot of hot glue.

You can buy a wicking bar to put across the top of your container and then tie the wick to it. Make sure it is pulled straight before you tie it in place.

You might use a popsicle stick or even a wooden tongue depressor to tie the wick if you don't have a wicking stick on <u>hand</u>.

If the candle is made from beeswax or paraffin wax with a hardener in it, upsize your wick to the next thickest available.

If you use a flat braid wick, make sure the downward "v" is at the top of the candle. If you fix it upside down, a carbon ball will be formed when it burns.

# **Materials and Ingredients**

#### Wax

There are various types of wax used for producing candles. <u>Paraffin wax</u> is probably the most popular at present.

It is sold in slabs or pellets. Either is okay. The slabs take a little more <u>preparation</u> because you have to cut off the amount you need and then cut that piece into small bits so it will melt more quickly when you heat it.

When this type of wax sets, you will see a depression form around the wick. Just add a little more wax (called "*topping off*") a few times.

Paraffin wax is available in a range of melting points (temperature at which it melts).

Wax with a low melting point is fine for container candles.

Use the wax with a higher melting point for free-standing candles you produce from molds.

Whatever you use in the way of molds must be heat-resistant to a temperature above the temperature you heat your wax to.

That will rule out many <u>glass</u> containers and even canning jars.

# Molds

Molds are available for making a wide variety of traditional and novelty candles.

But, it can be <u>fun</u> to find discarded items around our home which you can use to make candles which will be a little bit different.

But, you must be careful to ensure that anything used as a mold is sufficiently heat-resistant and non-poprous.

# **Molds You Buy**

Metal molds come in a wide variety.

Some have a hole in the base which you thread the wick through, then up through the mold and out of the hole in the top.

Secure the wick around a stick which you then rest on top of the mold.

The bottom hole must also be sealed with a plug or some <u>rubber</u> putty.

When the wax has hardened, cut the wick just above the top hole, remove the top of the mold and ease out the candle.

You may have to trim a seam off the candle. Then smooth that side gently with a <u>nylon</u> stocking.

Plastic molds are easy to use but may be stained by some of the liquids used with the candle-making process. Also, some scents will damage the molds so they cannot be used.

Rubber molds can produce good results but are likely to be less durable than other kinds of molds.

# **Decorating a Candle with Dried Flowers**

This a popular <u>idea</u> which gives great results with little work. And, every one will be different.

Make or buy a cylindrical candle. Plain, soft colors are best so the brighter colors of the flowers and leaves will stand out.

Light the candle, and warm the bowl of a tablespoon in the flame.

Gently press a flower against the side of the candle. Make sure that the part of the flower you want to use is fully on the candle.

Gently press the warm bowl of the spoon on to the flower and smooth it out on the candle.

Do the same with a couple of contrastingly colored pieces from other plants and then let the wax set so it holds the flower parts in place.

Of course, you can do this using glue instead of the heat from the spoon as well!

# **Additives for Candle Making**

There are a variety of chemicals and compounds (additives) which help you to change the <u>hardness</u>, softness, transparency, color or capacity for absorbing scent oil when you are making your candles.

## Stearic Acid

This is a reliable hardener. It raises the melting point of your candles. It also makes some colors appear as a pastel shade. Some makers avoid using this with container candles because the higher melt point may encourage the <u>deposit</u> of waste wax (which would have been burned off at the original lower melt point) on the surface of the candle.

## Vybar

Vybar is a commercial alternative to Stearic Acid. It assists the scent throw from your candle. The <u>company</u> makes Vybar 103 for votives and pillars while Vybar 260 is suggested for container candles.

## Beeswax

Beeswax can be added to paraffin pours to improve the length of time the candle will burn for and the intensity of its color. Try a ratio between 5% and 10% beeswax to see what is best for your paraffin wax.

# Mineral Oil

Mineral <u>Oil</u> can be added to your candles to give them a mottled look. About 2 tablespoons is recommended for each pound of wax. Some experimentation may be required to find the right proportion for the particular wax you use.

# **Making Candles**

#### Set up your work area.

Remove any materials or objects which are not needed so the area is easy to get around and you can see every part clearly.

The area must not have highly flammable materials where any of the wax, additives or hot containers might come in contact with them.

I see recommendations to line your workbench with newspaper to catch splashes but that would be very dangerous.

Arrange that you won't be disturbed except for emergencies.

<u>Check</u> the details of the project you are about to do.

Do you have all your materials ready?

#### Have you put on your safety gear?

- Eye protection.
- Gloves.
- Aprons and other protective <u>clothing</u>.

#### Do you have essential safety equipment?

- Fire extinguisher, fire blanket.
- Baking soda for small wax fires.

#### Never use water for a wax fire – it will cause more problems.

Arrange the materials in the order that you will use them.

Break up the wax if you have not already done so. You can buy wax already in small strips which is more convenient. But, that comes with a higher price.

Set up your double boiler or substitute burner.

Use a heating unit which has a temperature control. Some people use their stove but it's easier for me to <u>control</u> and clean the burner and ensure there are no wax drips anywhere afterward.

Each packet of wax has instructions including the melt point which can vary

between packets.

If wax reaches even slightly above that, you could have a fire almost instantly.

The wax should be at the temperature recommended by your supplier. Allow for the effects of any additives.

Make sure there are no remnants of wax or dust inside your molds or your candles will have blemishes which are difficult to repair.

Spray the insides of your molds with the silicone release <u>spray</u> from the candle <u>shop</u> if they require it.

You can use the earlier suggestion of a tongue depressor stick to fix the top of the wick too.

Or, dip it in melted wax for a moment and then hold it taut. It will dry stiff enough to maintain that state while you push it up through the center of your mold.

<u>Check</u> the instructions to see when you need to add the color chips and then the scent.

When you take out your candles, they may show seams from the molds. Smooth these down before the candles cool.

If the bases of some candles are rough, gently rub them on the warm bottom of the outer pan to make them smooth.

#### No Substitutes.

Always use supplies which are made for candle making.



If you use regular perfume instead of the concentrated scents from candle equipment suppliers. Pure fragrance oils are more expensive but they give reliable resulsts and small bottles will give you enough for many candle if you follow the directions.

You might save pennies using crayons instead of

the dye chips but the colors may not be as consistent and some crayons will clog the wicks so they do not burn consistently.

## Making Votive Candles.

Get Your Supplies:

- ✓ Wax (tell your <u>supplier</u> you want to make votives).
- Any additives which the wax supplier tells you should be used with the particular wax you use.
- ✓ Molds (metal,)
- ✓ Pouring Pot (Pyrex works great but don't re-use for <u>food</u>).
- ✓ Wicks.
- ✓ Thermometer
- ✓ Double boiler (two-pot <u>system</u> described earlier works great).

Put the cookie cutter in the bigger pot and set it on the burner.

Add water almost to the top of the cookie cutter. It should not reach the bottom of the inner pot.

Put the smaller pot on top of the cookie cutter.

When you heat the water, the wax you put in the inner pot will be heated.

Melt you wax, keeping an <u>eye</u> on the thermometer. Stop at about 175 degrees F

When the wax is melted, add Vybar<sup>®</sup>, Stearic and fragrance.

Mix those ingredients into the wax gently but thoroughly.

When they are mixed, you can add your coloring agent.

If you have new molds, a coating of mold release spray may avoid problems with your first lot of candles.

Add your wicks to each empty mold.

There will probably be a depression in the top of each candle when they have fully cooled. Pour a little of the same wax mixture into the hole and let it

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cool.

When it has fully cooled, you should be able to slide the candles out. If not, a few minutes in your refrigerator should "persuade them to release when you try again.

Be as gentle as possible so that you don't break the candle or damage the mold.

If the candle is still fixed in place, gently squeeze the opposite side of the mold for a second or two.

These candles must always have the proper type of holder. They will burn for up to 4 hours.

Never leave these or any other lit candles unsupervised.

Always ensure they are completely extinguished before you leave the room.

### Making a Container Candle

Container candles are simple to make and cheap because you can use many discarded containers provided you check they are safe to use.

They must resist heat and not <u>crack</u>, melt or shatter. They also must not be porous.

Some people have use flower posts, the wax builds up inside the clay and eventually create an inflammable ring below the surface of the pot which might catch fire!

Get your supplies as before, plus a hot glue <u>gun</u> (if your wicks don't have sticky tabs at one end.

Melt your wax as before.

Add the additives you decide to use.

Check the wax temperature often to avoid risks.

If you have wicks with a tab on the end, put the tab in the center of the base of your container, then add a <u>spot</u> of hot glue if the tab does not have glue on it.

Hole the other end of the wick straight up.

Tie it around the wooden spatula and cut off any excess.

Pour the wax at a temperature of 160 degrees F slowly and carefully.

# Always follow recommended temperatures for the particular mix you are using.

Let the candle cool naturally.

There will probably be a depression in the top of the candle.

Heat the left-over mixture to a few degrees higher(185 degrees F in this example) and gently pour it in to fill the depression.

You need to leave a little space if you will be putting a lid on the container.

When the candle has cooled naturally and completely, trim the wick to just a quarter inch (.6 cm)

Leaving the wick longer is risky.

#### Making a Pillar Candle

A pillar candle is one which does not need a holder.

They are very popular and also easy to make.

Gather your supplies as before.

Also, get a mold.

The metal molds are usually the easiest to start with and have the greatest variety of shapes. So, I will explain this example as using a metalmold.

Get a suitable sized wick for your mold.

Pass the end of the wick through the wick ole in the bottom.

Lay a wooden spatula or sck across the <u>center</u> top of the mold and tie the wick around it.

Use the wick screw supplied with your mold to hold the wick in place in the bottom of the mold.

Make sure the head of the screw covers the wick, then add some mold sealer

to ensure no wax will come out of the hole through the wick.

When the wax is at the correct temperature recommended by your supplier, add any additives you decide to use and mix them crefully. Add any dye last so you can check the other additives have well mixed first.

Leave about an inch (2.4 cm) empty in the top of your mold.

Keep some extra wax for later. Don't add more heat to it until required by a later <u>step</u>.

Poke some holes with a sharp wooden skewer to a depth about 1 inch less the candle.

Reheat the extra wax about 5 degrees hotter than you made the first mix.

Pour it in to fill the holes. Leave a small space at the top of each hole. This will be filled as the wax cools.

When the candle has cooled naturally, remove the screw and mold sealer. Then, slide out your candle.

Otherwise, try a <u>couple</u> of minutes in the refrigerator as detailed before or gently squeezing opposite side of the mold nd then tipping it out again.

Cut the wick to a quarter inch (0.6 cm).

Always use a holder or platform for safety.

# Storage

It's important to keep you family and visitors safe by storing your candles and the supplies and equipment safely.

Many people think immediately of storing everything in their garage which is fine but you must ensure that there is no chance that the flammable wax, wicks and other supplies can be ignited or come in contact with other hazardous materials.

I suggest that you contact your fire department and ask if they have any brochures or other material about storing potentially hazardous materials.

Read and follow the safety instructions which come with your supplies.

Keep copies of those notices on your computer and also in a folder where the supplies are stored.

# **Making Money with Your Candles**

Many businesses have started from the founder's hobby.

When you look around at the money and time we invest in our hobbies, it's natural to think, "Can I get some money from this, even just to offset some of what I'm already paying out to do it?!"

I think candle-making is relatively cheap unless you decide to do major candle creations and <u>travel</u> to shows around the nation or the <u>world</u>.

If you think that might be worth your time to check out, start here!

There are a number of things which you need to check, including your suitability and level of desire.

You will have a lot of new things to control so your business stays on <u>track</u> but none of that will stop you if you really want to make it a success.

# **Selling Your Candles**

Before you order a truckload of supplies, new stationery and more tongue depressors, there are some things which you need to check.

# Get a lawyer and an accountant if you don't already have contact with them.

Their costs can be substantial but they will have local knowledge of how things work and can <u>guide</u> you through the minefield.

# Zoning

Do you own your property? If you don't have ownership, you will probably need your landlord's permission to conduct a business from there.

If you own the <u>property</u>. You will need to check that your home is in a zone where the local authorities permit a business to be conducted.

Even if you are in the right type of zone, you may still need to register your proposed <u>business</u> in some detail at the local city offices.

They may advertise your intention and ask for any objections from your neighbors to be lodged with them within a short period.

There will be fees if you are successful.

You will probably need to have your set-up inspected by the fire department.

## Insurance

You must ask your insurance representative if the candle-making will require a higher premium for your insurance. Their <u>company</u> may also have useful safety information.

If you start a business, however small, around your candle-making, you will need extra insurance for that.

You can start your candle <u>business</u> venture after you read and think about the next few pages.

## Start To Build Your Business Plan.

Assemble details of your assets and liabilities, including cash available.

You need to know the Strengths, Weaknesses, Opportunities and Threats facing your venture. Yes, a S.W.O.T. analysis or <u>matrix</u>.

How much you can put into your business while you are establishing it and no money is coming in.

What is your main competition in your area?

There will also be competition from the Internet which can be a significant factor.

What special appeal will your products and services <u>offer</u> to counter the appeal of established and reputable competitors as well as those who have much lower prices?

Although you will get wholesale prices, you may not get discounts like those given to established accounts or volume buyers. How will you compete?

Where will your main customer base be located? That will show you how much travelling you may have to do, <u>help</u> you gauge how much you will pay for delivery and how you can best keep in touch with them.

Where and how will you sell your products?

If you sell them from your <u>home</u>, after getting the permission you will need, how will you attract potential customers to view your products?

Will this be manageable alongside the normal activities of you and your family?

If you set up a shop or stall at a market, there will be significant costs in travel, fees and learning to deal with the public,

If you add in the travelling time and wear and tear on you, maybe your partner and/or children if they go with you, will the returns be enough to make it all worth while?

## Mail Order

Mail order can be good but you need to charge enough and sell sufficient volume of products to pay for packing, special labels, insurance and then often wait for the payment to get to you. Always declare the nature of products you send if they are flammable. If you don't, you will not be able to <u>claim</u> insurance if there is an incident and you may risk prosecution.

The best <u>course</u> is to contact the Post Office and speak to someone who can tell you whether you can post the items you make and what precautions, if any, you must take.

You may have to put special labels on them or send them by carrier instead of the postal system.

# **Your Unique Designs**

You probably realize that you can't use other people's designs and other originations.

When you do come up with something of your own, you need to have checks made that it really is something new and then register it or try to sell as many as you can before the <u>idea</u> is ripped off.

A friend was selling some small statuettes which he bought from the originator. On the second week he displayed them, someone pointed out that another stall-holder was selling an almost identical item two stalls away!

That gentleman had bought a set of the figures from my friend the previous week and had copies made ready for him to sell the next weekend.

He was able to get the <u>Market</u> Supervisor to close the pirate stall but someone else turned up with the same copies a few weeks later in another part of the market.

My friend was lucky. He was able to return his unsold <u>stock</u> to the supplier and got a full refund. If he had created and made the items himself, he would have not been able to <u>profit</u> from the idea before the copies started to flood the market.

# **Direct Selling Your Candles**

This idea is to use a party plan to demonstrate and sell your candles. You would offer the person that hosts the party for their friends a

commission on all sales made and paid for as a result of their efforts.

This would require a significant investment, some unique designs which aren't available in other places and considerable time and <u>energy</u>.

You would need great social skills and a good understanding of human nature.

You would need to politely decline some of the people who offered to host parties and be able to follow up and get the payments for your candles without upsetting anyone or having to make repeated calls on those who hadn't paid.

You would also need to devise some entertainment for the parties.

Another way to do this would be to pay agents to do all the selling. This would be more expensive to set up and operate.

# Fundraising Cooperative Sales

This would involve allowing charitable and <u>community</u> groups to sell your candles at meetings where you demonstrate them and answer questions for a <u>commission</u>.

All these ideas work for various people but they demand selling and communication skills as well as a range of high-quality candle designs for each season.

# Selling to Stores

This is another way to move a lot of candles but you need a high level of resources and ideas.

Stores have <u>access</u> to the customers and also many suppliers in your country and others where costs are much lower.

Many stores demand large margins and the right to return any unsold goods months later, often at the suppliers' expense.

But, it can put your business and products "on the <u>map</u>" if you can make the right connections and successfully maintain it.

## Markets, Craft and other Fairs

Markets range from local neighborhood events to regular professional events with hundreds of sellers and thousands of potential buyers.

These can be a great means of seeing your State or country and paying your way with your <u>craft</u>.

You meet a variety of people and always have something new to look forward to while you may also start to make a <u>list</u> of people you look forward to seeing every few months at fairs you both attend.

#### Classes

This is one of my favorite ways of selling my candles. It's selling and serving at the same time!

You present a <u>class</u> with basic candle making information and some tips you have personally found and tested.

You can charge for the class, sell supplies if there is no local outlet and sell candles for those who want some as samples to work from or to say they made them!

# Resources

# U.S.A.

# *Candle related Associations.* National Candle Association

#### http://www.candles.org/

From their website: The National Candle Association is the major <u>Trade</u> Association representing U.S.A. candle manufacturers and their suppliers.

The site has a lot about the <u>science</u> of candles and safety related to using candles which may be useful to readers of this book and children wanting information about candles for <u>school</u> work.

#### International Guild of Candle Artisans.

#### http://www.icga.net/

A non-profit incorporated in Colorado.

From their <u>website</u>: Since 1965, the IGCA served as a resource for candle makers and vendors of candle-making supplies, both large and small.

## Europe

# *Candle related Associations*. The Association of European Candle Makers.

www.europecandles.org/

The Association of European Candle Makers represents European candle manufacturers and suppliers to the candle <u>industry</u>.

# **Candles can Brighten Your Future!**

Candles have been assisting humans for centuries.

For all the digital and other advances we have seen and (mostly) enjoyed in our lives, the candles still hold great appeal.

They are popular decorations, highly precious gifts and a wonderful past-time or part-time <u>business</u>.

Whatever part of the candle industry you focus on, I know you will always have new things to discover and share with your family and friends.

I hope that my <u>book</u> will help you be more inspired and successful in a shorter time.

# Marcie Holden

**Another eBookWholesaler Publication**