

# 5 STEPS TO START YOUR CANDLE BUSINESS



## The 5 important things when starting out

When you're just starting out, trying to figure out how to 'get going' can be confusing.....intimidating... and scary, especially if you've never started a business before.

Follow these five steps to ensure you have the right foundation for starting a candle business.





## ESTABLISH THE IDENTITY OF YOUR BUSINESS

Every business needs a logo and a name.

What most people get wrong is they believe this is what creates your brand.

A logo is memorable because of the emotional promise their product brought to your life.

Your brand is defined by your customers and ultimately comes from the emotional impact your work makes on them.

When they see...touch...burn your candle, does it bring joy....calm...delight?

If all your customers feel that way, then over time your logo and name, whatever they will be, will connect those feelings to your business.

.....That then becomes your brand.

# 2



## DECIDE 'WHO' YOU ARE MAKING CANDLES FOR

Before you start to build a product line or set a price, figure out 'who' you want to market to.

You cannot expect to sell everything to everybody. Yet so many people try to.

You can sell candles in every demographic and every category, the pitfall is targeting the same old tired niche as everyone else.

Think of your work differently. You're not selling candles , your success will depend on how well you can solve a problem, or deliver an experience.

You are selling a promise that your product will live up to a need in their life.

Seek to build relationships with people who have the same traits that you want.



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## KEEP YOUR PRODUCT LINE VERY MINIMAL AT FIRST

Find one product and master it!

Establish a customer base over time and then build a larger brand. If you offer too much variety too early you be overwhelmed and probably burn out.

Provide approximately 5 to 6 fragrances and one sized vessel, if you cannot sell these, why would you be able to sell a much more comprehensive product line?

Remember you are building the solution to your customer wants.

Having a small line to start with allows for fine tuning to your specific group.





## PLAN YOUR FIRST 3 TO 4 MONTHS

Your passion needs a plan.

Without setting goals and building strategies you are destined to burn out.

Goal setting is the significant way to measure progress. You will need some form of business plan to establish where you are going and how to get there.

### Things to consider when planning

- Budget -
- What will I sell, how much, where and who will buy
- Testing plan
- Candle designs
- Safety and performance tests
- Marketing, Social media platforms
- Content creation
- Supplies

At the end of the 3 to 4 months, review and identify how you can improve. Have you met the expectations you set? .....Then plan again



# PLANNING

**Budget**

**Where & Who  
will buy ?**

**What will I sell ?  
How much will I sell ?**

**Testing Plan**

**Candle  
Designs**

**Content  
Creation**

**Supplies**

**Safety &  
Performance  
Tests**

**Social Media  
Platforms**

**Marketing**



## BUILD YOUR DIGITAL PRESENCE

It has never been easier to build a website or use social media to build your business.

You do not need to be tech savvy. There are numerous companies online where you can have a website builder package, for a monthly fee the site is hosted and you choose from the endless templates with easy drag and drop to customise your brand.

There is an ever growing list of Social Media platforms, all waiting with millions of your ideal customers to purchase. so, if you do not have a website straight away, you still have sales channels.

You have to build whats known as '**Know, Like and Trust**' and this takes time.

Consumers like to know who they are buying from, they say you have to be seen a minimum of seven times before someone will buy from you, this is why Social Media is great but you have to be consistant with your posts.





# ABOUT ME

## Jane Helliwell

Seven years ago I started my business from my kitchen table and now I help others to build their business.

When I first started out I sold at Artisan Fairs making the ultimate mistake of having mountains of products and wondering why I wasn't selling the amount I'd hoped I would.

So I went back to the drawing board, stripped it all back and started again with just six scents, that's when my brand really started to emerge.

I continued to sell at fairs, offered 'At Home Parties' had products in Independent stockists and began to produce White Label for other businesses.

Over 3 years ago I did a total re-brand, businesses evolve, times change. You have to keep ahead. Luckily I'm no stranger to business having owned hair salons, a boutique and dabbled in property and more.

Alongside my home fragrance business I now teach and mentor others to build theirs.



"My passion is helping others to create their own brand and elevate to the next level"





# WHAT I OFFER - LETS CONNECT

A safe community of like minded people all sharing the same journey.

**The free Facebook group - The Candle Coach**

Full of helpful information all relevant to building a home fragrance business.

- **BUSINESS BASICS** - 1:1 sessions tailored to your requirements
- **FROM MELTING TO MONEY MAKING** - The business of candles - **ONLINE COURSE**
- **TALKING SCENTS** - Power Hour
- **BUSINESS RETREATS**



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