

## Themes

Birthdays

Holidays

Historical  
Themes

Limited  
Time  
Candles

Weddings

Seasonal Candles --  
different scents for  
different times of  
the year

Zodiac  
Signs

Celebrity  
candles

International  
Theme

Different  
Scents for  
Locations  
(States, Cities,  
countries etc.)

Movie  
themed  
candles

## Scents

Vanilla

Recommend a  
scent

Peppermint

Cinnamon

Pine/Wood

Floral

The  
Weird  
scents

Mystery  
Candle

create  
your own  
custom  
scent

candy  
scent

## Look

Container  
Picker

Tie Dye  
Candles?

Customizable  
Container

Create-Your-Own  
Label

Colored  
Wicks?

Shape  
of  
candle

Different  
things inside  
candles (rings,  
etc.)

Pour  
simulation of  
the candle

Different  
Wicks, long  
wicks,  
sparkler wicks  
etc.

## Payment Options

Pay  
Per  
Candle

Subscriptions

Monthly/  
Yearly

Bulk  
Discounts

Donate  
portion of  
proceeds to  
charity option  
-- more  
expensive

## Methods for Sharing

Website

Discount if  
you post your  
candle  
purchase to  
social media

Popular  
Candle  
Section

Social  
Media

Name  
Your  
Candle

Create-Your-Own  
Set of Candles

Send  
invitations to  
friends to buy  
your candle

