

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

