

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

