

## Operating a Successful Candle Making Business

Making candles can be great fun. Some people choose to take their love of this art and make money doing what they enjoy spending their time on. There are many areas of the candle making business you need to consider before embarking on such an adventure. Knowing how to make quality candles isn't enough. You need to educate yourself on ways to promote your candles, ordering supplies, offering customer service, and determining a price for your candles.

We all know candles are a very popular item, so the market for such products is out there. However, that market can't purchase your candles if they don't know about it. You will need to establish a plan including where you plan to sell your candles, and then come up with a handle of ways to get attention to them. There are many places to sell candles. You can do so from your own home or rent space at craft shows. Often word of mouth will result in orders. You can also choose to advertise on the internet.

Advertising online can be expensive, but it doesn't have to be. Write about your business on a blog or purchase services from a web hosting company. They often offer excellent tools for setting up a web page and directing traffic to your site. In addition, they provide the shopping cart and even credit card processing for you. Most web hosting companies charge \$20 per month, which isn't a bad investment.

Placing your candles on Ebay or other online auction sites is a great way to generate sales. As you accumulate feedback for selling a quality product you will get more buyers. Before you can do any advertising, you will need to decide what types of candles to sell. You will generate more sells if you show pictures of your work with each type of candle you sell. People buying candles want to visualize the product they are purchasing. Once your business starts turning a profit, consider buying supplies in large quantities to get a discount.

The secret to being a successful candle making business is selling the product at a fair enough price that the consumer will buy it. Yet you also need to cover the cost of your time and supplies, while making a reasonable profit. Don't be tempted to cut corners on the quality of your supplies as this can greatly alter the quality of your product. Once the word is out that your quality is poor, you will have a hard time maintaining sales.

To generate business, offer promotions. You can offer free shipping for your candle products at the online auction sites to have an advantage over the competition. Many auction surfers will buy a product with free shipping over one with low shipping. You can also offer a free candle with the purchase of three

or even to send a personalized card if the buyer is going to use the candle as a gift.

Many successful candle making companies offer personalized service. This means customers can ask for a particular type of candle in a color and you will make it for them. This often costs the customer more, but they are likely willing to pay it. Make sure you communicate well with your customers and know exactly what they want before committing to such a project.

Every business experiences issues that come up. This is to be expected. Customers are likely to be more forgiving of such issues if they are provided with quality customer service. Make sure customers have a way to get into contact with you. Work out a resolution to any issues that you will both be happy with. It is best to outline return policies on your website as well so that there is a place customers can review such information.

Choosing to start your own business is a wonderful and exciting time. Selling your own candles gives you a business where you can be proud of the quality product you are making. Taking the time to learn the basics of the business before jumping in will help ensure this is a fun business venture for you and hopefully one that is going to be quite profitable.

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