

How to Make & Market Gel Candles That Sell Like Wildfire!



This PREVIEW Edition Courtesy of:



BioMax Candle Supply

Featuring: Patti Smith

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The Gel Candle Resource

**What will this book will do for you?
This book will save you months of research,
trial and error, time and frustration.**



***" I just finished reading your book. First I made
40 candles (from a different book) and now I
know how to do it the right way.
Very good reading. Thanks for your book and help
."* ~Ron Braschler**

A Word from the Publisher

Every effort has been made to provide accurate, in-depth and current information; however you are urged to read all available material to learn as much as possible about Gel Candles, and to tailor such information to suit your individual needs.

Formulas, resources and quality can change. **Always contact your supplier for the most current information** about using their products, product safety, and to answer any questions or concerns.

Gel Candles are a growing and evolving medium. New designs, supplies, and techniques are constantly developing. You are encouraged to become active in one, or several, of the Gel Candle forums. This is not only a good way to keep up-to-date, but is a great way to network! Keep up to date, and design with safety in mind.

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Welcome To the World of Gel

While strolling the aisles of an open-air market one fine Sunday morning something caught my eye that stopped me dead in my tracks. "Will you look at that!" I said as I raced towards a booth with my husband in close pursuit.



At the booth I picked up the object that I had spied. It was a miniature aquarium of sand, seashells, glass fish and blue water... only, "Hey wait a minute, this isn't water! And there's a wick in it! What is this stuff?" I asked.

"Gel," said the woman at the booth, "it's a gel candle."

"It's a candle?" I asked amazed, as I turned it about. I was mesmerized as I looked down upon it, and up at it, and into it sideways and all around, turning it this way and that in the light.

"Yes, it's a candle. I have three different sizes as you see here," she said as she pointed to the items on her table. As I clasped my mini aquarium, I gazed at the other candles on display. They were all beautiful.

"Who makes them?" I asked.

"My brother and I do," she replied.

"You make them? How?" I asked, but she just shrugged with a knowing smile, her gel candle secrets kept safe within.

I bought that lovely little aquarium, and when I took it home and lit it, its beauty came alive as the light of the flame danced off the shells.

To this day it is a reminder of my first step taken years ago into the world of Gel... and the journey that followed.

Like myself, when others see the gel candles, many questions come to mind:

- What is this stuff?
- How is it made?
- How do I color the gel?
- What wicks do I use?
- How is it scented?
- What glassware can I use?
- What items can I put in the candles?
- How do I package the candles?
- How do I price the candles?
- How do I sell the candles?

These questions and more have resulted in months of research, trial and error, review and redo. And the bottom line is this: Gel Candles are Fun, Easy & can be Lucrative While some gel candle makers enjoy gel candles as a hobby, many have set up businesses selling gel candles alone, or in addition to their other products.

They are actively marketing online, through direct mail and word-of mouth; going to shows and fairs; providing home parties, seminars and workshops; and wholesaling to gift stores and specialty shops down the street, across the country, or around the world.

Others are actively marketing gel kits, wicks, fragrance oils, dyes, glassware, labels and packaging, embed items and more.

But beware! Gel candles can be addicting. You could find yourself hooked on creating or collecting these wonderful 3D designs. Gel candles cast their magic over chandlers and consumers alike. At that very moment in time they have become a faithful customer, or another hooked crafter. Either way, they want more and they want it now.

And I know you're hooked too, or you would not have read this far.

I have good news for you.

You won't have to spend months accumulating, sifting and cataloging the information for your gel candle hobby or business.

It has been done for you...leaving you time to 'play' at the Gel.

Greetings and welcome to the world of Gel Candle making.

It has taken months of accumulated hours to research and compose this easy to read book, which will not only inform you, but will save you hours of research.

Hours better off spent making these beautiful candles.

Gel Candles are Hot!

Every day, people who see a gel candle for the first time ask:

- "What is that?"
- "Can I do that?"
- "How do I get started?"
- "Isn't there a book somewhere?"

Well, now there are answers.

Contained herein is a wealth of knowledge for the beginner... plus new ideas, designs, and contacts in an easy-to-read reference manual for the more advanced candle maker.

Why Are Gel Candles So Popular?

Why people like them

Their 3D Effects, Sparkles, Brilliance, Design, and Beauty enhance any décor.

Why candle makers like to make them

Following guidelines of safety, embeds, scent and color, your only limitation is your imagination.

The gel is a great medium for achieving 3D effects, and the gel is so forgiving:

- Scent too strong? Re-melt the gel, adding additional gel for the new pour.
- Too weak? re-melt the gel adding additional scent, then re-pour.
- Not happy with the shade? Candle too dark: re-melt the gel, adding additional clear gel for the new pour.
- Candle too light? Re-melt the gel adding additional color, then pour.
- Design doesn't look right? Pull out all the gel, separate from embeds, re-melt the gel, replace embeds, re-pour the gel.

Re-melt, Re-scent, Re-color, Re-design, Re-pour.
This artistic freedom puts the new Geller at ease.

It is recommended that you read through this entire book prior to making your candles. Then refer back to sections as needed. If you need further assistance, research the online forums, contact your Supplier (See: *Appendix*)

For purposes of this book, we have coined the name for gel candle makers as Gellers©.

Now, let's get started!





Safety cannot be stressed enough when manufacturing and burning the gel candle.

- Make gel candles at your own risk. Neither the author nor the publisher takes any responsibility for injuries or damages that may result while making or burning gel candles.
- Formulas, resources and quality can change. Always contact your supplier for the most current information about using their products, and to answer any questions or concerns.
- If you are not sure about fragrance, dye, embeds, wick, glassware, etc... test, test, test! Please consult with your gel supplier about environmental concerns and to request MSDS (manufacturer's safety data sheet) reports on the products.
- Do not mass produce/market anything you have not tested for safety!
- It is not recommended that children make gel candles. If you choose to allow children to do so, they must be supervised. Under no circumstances should children handle the fragrance, dyes, or the hot gel, hot containers, hot melt pots, hot stove or the hot oven!
- Be aware that gel, like water, will flow to its lowest level. Work on a level, safe, and controlled surface.

You should be aware that forum posts state that any allergies are more likely to the different scents than to the gel itself*. For further information or concerns, contact your supplier.

You should be aware that it has been recommended to wear a face (surgical type) mask while working with the heated gel. Contact your supplier for more information.

While preparing gel & candles, remember to ALWAYS:

- Keep gel away from open flames.
- Use a candle thermometer when heating the gel to be aware of gel temperature for both safety and design.
- Keep a pot lid handy to smother fires in your melting container.
- Keep baking soda handy to smother small fires.
- Keep a fire extinguisher handy in case the surrounding area catches fire. Do not use water to extinguish the gel.
- Use potholders or other protection for handling hot melting vessels.
- Protect your eyes by wearing safety glasses or goggles. If gel gets into your eyes, see your doctor.
- Use gel-safe glassware, embed items, fragrance, color and wicks. More detail within this book.
- Keep a first aid cream handy for emergencies. If you should get burned, treat like any other burn. Fresh or over-the-counter Aloe Vera may be helpful and soothing for minor burns.
- For serious burns, seek medical assistance as soon as possible.
- Keep small children, pets, intrusions and distractions away from your work area.
- Try to maintain proper ventilation while working with the gel. Keep a window open near where you are working, and run an overhead exhaust fan (such as those above your kitchen stove).



While preparing gel & candles, remember to NEVER:

- Never pour gel down the drain or in the dishwasher.
- Never become careless in your candle making routine.
- Never put water on a gel fire.
- Never leave heating gel or burning candles unattended.
- Never exceed the flash point of your gel while heating.
- Do not use the gel making crocks, tools and utensils for food preparation, serving or eating.



Use Safety First—
Then Create & Have Fun!



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Contents of

The Ultimate Gel Candle Business Guide

How to Make & Market Gel Candles That Sell Like Wildfire! - Plus - How to Establish Your Online Business Presence

Designing and Promoting Your Website

- Keep it fresh and interesting
- Build A User Friendly Website
- Who are your visitors?
- What is the purpose of your website?
- Outline ... Then Design
- One-Page Sales Letter Website
- Web Images
- Repeating Backgrounds
- Making It Click
- Attract Search Engines
- Backdoors
- Test the site
- Provide Assistance
- To Do Tasks

Forums and Signature Files

- Strange Codes
- Emoticons
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- What are Affiliate Programs?
- Affiliate Sales From Your Website Links
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eZines/Newsletters Digital Rights

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- Getting Advertisers
- For-a-Fee Newsletter
- Hosting the eZine
- Promoting Your eZine
- Publishing Your eZine
- Additional Information & Resources
- To Do Tasks

- Resources
- Tell us about Your Success

Keep it fresh and interesting

When the visitors come back to your site, will they find anything new? Or will your website look like an abandoned ghost town... tumble weeds rolling about and dead cacti sprouting on the page?



Keep your site alive... Keep an active interest

- Keep adding additional information/products.
- Offer specials, discounts, free products and gifts.
- Update your home page often. This can be accomplished using a live-feed service, a calendar that changes the date, rotating banners, or new color schemes.
- Add new and updated images and/or catalogs.
- Add additional services: newsletter, contests, online help, conference calls, chat rooms, etc.

Whether the website is designed by you, or a professional web designer, there are things to consider.

- How will you design your website?
- What colors? What theme?
- Will the website load quickly in the browser?
- Is it easy to navigate?
- Does it provide the visitor with a clear image of what you are promoting?

You may only have 30 seconds to grab the visitor's interest.
Your site must appeal to what they are searching for.

Internet Users primarily search for information online.

For the most part, Internet Users:

- Are Educated
- Have Disposable Income
- Have/Use Credit Cards
- Are Curious
- Are Literate
- Are Impatient
- Are Impulsive

For the most part, your Website needs to:

- Help your visitor
- Turn the information yearning into purchasing
- Give people a reason to buy **now**
- Give your customer more than he expects



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