



# Start a Candle Making Business!

Warm, glowing, and ridiculously profitable. The handmade gift that sells itself by scent alone.

Ages 10 - 14

Best for: **THE MAKER** entrepreneur type

## A Business That Literally Lights Up a Room

Nic Bianchi started a candle business at age 11 from a birthday candle-making kit. What started as a hobby quickly turned into a real business when friends and family couldn't stop asking for more. That's the magic of candles — once someone smells one of yours, they NEED one. And then they need three more as gifts.

The candle market is worth over \$5 billion in the U.S. alone. Handmade, small-batch candles are the fastest-growing segment because people are willing to pay premium prices for unique scents, creative containers, and the story behind a maker. YOUR story — a young entrepreneur hand-pouring candles — is exactly the kind of story people love to support.

**\$15-25**

Startup cost

**\$1-2**

Cost per candle

**\$8-15**

Selling price each

### The Gift Economy Goldmine

Here's what makes candles such a powerful business: they are the #1 "safe gift" in America. When someone doesn't know what to buy — for a teacher, a host, a coworker, a friend, a mom — they buy a candle. Always. Christmas, Mother's Day, birthdays, thank-yous, housewarmings. Candles are the universal "I thought of you" gift. And handmade candles from a local kid entrepreneur? That's not just a gift — that's a STORY the buyer gets to tell when they give it.

## Why Candle Making Is Perfect for Young Makers

- ✓ Simple process — melt wax, add scent and color, pour into container, insert wick, done. Learnable in one afternoon.
- ✓ Incredible markups — a candle that costs \$1.50-\$2 to make sells for \$8-\$15. That's a 4-8x return.
- ✓ Endlessly customizable — scents, colors, containers, labels, themes. Every candle can be unique.
- ✓ Perfect gift item — sells year-round with massive spikes during holidays and gift-giving seasons
- ✓ Beautiful and photogenic — candles photograph incredibly well for social media and Etsy listings
- ✓ Pairs naturally with bath bombs and soaps for premium gift sets (\$20-\$35 price point)
- ✓ Lightweight and shippable — easy to sell online and mail to customers
- ✓ Scales smoothly — make 5 candles or 50 candles with the same equipment and process

### Sneak Peek: From the Full Guide

"The 'Collection Drop' is the smartest sales strategy in the candle business. Instead of selling random individual candles, create a THEMED COLLECTION of 3-5 scents and release them all at once. Examples: 'The Cozy Winter Collection' (hot cocoa, cinnamon bun, pine forest), 'The Tropical Escape' (coconut, mango, ocean breeze), 'The Study Session' (vanilla coffee, fresh books, rain). Collections create urgency ('get them before they sell out!'), make your brand feel curated and intentional, and customers buy 2-3 from the same collection instead of just one."

## The Full Startup Guide Covers:

- ✓ Two kid-safe methods: soy wax melting and beeswax sheet rolling (no-melt option for younger kids!)
- ✓ Complete supply list with exact products, costs, and where to buy
- ✓ The 12 best-selling scent profiles and how to create them
- ✓ Container sourcing: mason jars, tins, teacups, and creative upcycled options
- ✓ The "Collection Drop" strategy that multiplies sales per customer
- ✓ Label design and branding that makes your candles look boutique-quality
- ✓ Safety: wax temperature, wick trimming, burn testing, and fire safety awareness
- ✓ Pricing for individuals, gift sets, and wholesale to local shops
- ✓ Selling at craft fairs, on Etsy, and through local boutique consignment
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

## Ready to Light Up Your Business?

Warm wax, beautiful scents, and a business that glows in every sense of the word.

NEXT STEP

### Candle Making Business Complete Startup Guide

10 pages covering two kid-safe methods, supply sourcing, 12 scent profiles, the Collection Drop strategy, container ideas, label design, safety protocols, pricing, selling channels, and your first-week plan with printable worksheets.

**\$7.99** instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

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The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

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**Parents:** The full guide includes comprehensive fire and heat safety protocols. The soy wax melting method requires heating wax to 170°F — we recommend a parent handles or directly supervises the melting step, especially for kids under 12. The guide also covers a NO-HEAT beeswax sheet rolling method that's completely safe for younger kids with zero fire risk. All candles should be burn-tested by a parent before being sold. We address wick safety, proper container selection (heat-resistant only), and the importance of never leaving burning candles unattended. The guide treats fire safety with the seriousness it deserves while keeping the creative process fun and accessible.