

This is a preview of the eBook:

**“How to Make and Market
Gel Candles that Sell Like Wildfire!”**

For more information – or to order - visit:

<http://www.HowToMakeGelCandles.com>

Note: The links within the text were disabled in this preview edition.

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



Lynn A. Thomas
Net Partners Publishing
www.HowToMakeGelCandles.com

What others are saying about this book:

“Hands down the best resource for instructions on how to make your own candles. ~ Bettie Saccardo”

“Lynn Thomas is a successful pioneer on the leading edge of Publishing, turning her curiosity into a mission by providing useful and helpful information to her readers. ~ Dan Poynter, the Self-Publishing Manual <http://ParaPublishing.com>”

“If you want to learn how to make gel candles, www.HowToMakeGelCandles.com is the place. They are at the forefront of gel candle technology. We send our customers to their website. ~ Tom Yaley Jr., VP, Yaley Enterprises <http://www.yaley.com>”

“How to Make & Market Gel Candles that Sell Like Wildfire! contains concise, detailed and easy-to-follow information. It has become the resource for both the novice and the experienced gel candlemaker. Highly recommended. ~ Patti Smith - Gel Candle Instructor, Designer and Supplier. <http://www.biomax1.com>”

“This is a great book about gel candle making. We could not have been more pleased with Lynn’s book. What we knew about gel candles before purchasing this book would have fit on the head of a pin. Thanks to this book, my sister and I now own our own candle business. We continue to use How to Make & Market Gel Candles That Sell Like Wildfire! for reference and all of the information is right on target with everything we continue to learn. Thank you, Lynn, for giving all of us this great tool. We have learned so much. ~ Donna Welch, The Treasure Garden”

“I got your book and I love it. I was on the Internet looking for a part time business that I could involve my children in so they could pay for some extra things they wanted to buy and do. I happened to come across gel candles and instantly fell in love with them. I have read your book and feel that it has helped me tremendously in preparing me to make the candles and in starting a business. Thank you for writing it. ~ John Burr”

“I endorse only one book... the how-to book penned by Lynn Thomas, The only person to write a sensible, safety conscious gelling book. IMHO it's the only book written with safety in mind. I've browsed some of the gel books at B&N and some of the stuff contained in them just flat out frightens me! ~Amy Pascoe of RusticEscentuals.com”

“I wish I had this book when I made my very first candle... I love it... it is full of information and I'm having a blast... Thanks for all your hard work and effort in compiling this information. ~ Gay N. Hilton”

“Out of all the gel candle books we have reviewed (and that's a lot!) yours is still the only book we are happy to recommend to our customers. ~ Jayne Levy, FullMoons Cauldron (UK)”

“I have been pouring over the internet, researching how to make gel candles. I saw your ad, and honestly hesitated. Then, I gave in, paid the money... I briefly read through it, and then proceeded to recheck the Internet by myself. I just want to take a minute to thank you, genuinely. Your advertisement is honest, and your book is worth the money... every cent. You thoroughly explained everything, broke it all down, and your information is on my desk for easy reference. I just wish that I hadn't have wasted so many hours trying to do my own research. I can't wait to make my first gel candle... and I'll make it with confidence with your book right by my side. Thank you. ~Gretchen”

“A friend of mine.... e-mailed me photos of the gel candles that she creates and I was fascinated. I immediately knew that I wanted to learn how to make these beautiful candles. I purchased your Book ... I couldn't put it down! So easy to read and understand. This is one of the most well-written instruction books that I have ever had the pleasure to read... With so little investment... a person can actually start a prosperous business! Thank you for sharing! ~ Patsy Bocook, A New Creation, OH”

“Hi I'm Pam from down in New Zealand and have been trying to set up a gel candle business in NZ since last September. My pen pal in Alabama bought your Book for me ... have read so many great ideas now need to get going on the next phase getting the local crafters gel candle making. Keep up the great work. ~ Pam ~ Talisman Designs - New Zealand”

“I had gotten my first order for an ocean theme gel candle about the same time your book (How to Make & Market Gel Candles that Sell Like Wildfire!) arrived in the mail, and boy was I grateful! I have been making paraffin candles for a while now, but I had never made a gel candle before. Your book was a life saver. I would not have been able to make my gel candle without the help of your book. I read the book as I was making the candle and it turned out excellent... so good in fact, that the person I made it for showed it off to her family and friends as she was so pleased. Consequently, I received more orders! It was definitely a win-win situation for all, thanks to what I learned in your book. Thanks so much. I now would buy any How to Book that you have written, sight unseen, based on how informative your Gel book was. I do believe your book is very instrumental to helping someone make and understand the gel candles; so if my opinion helps someone decide if they should buy the book or not, then that would make me feel good, because I know I have helped someone else like me get the knowledge they need. ~Sincerely, Zee Swenson-Wehe - Jonzee's Candles & Toiletries”

More Testimonials at: <http://www.HowToMakeGelCandles.com>

Chapter One

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 do you do it?” 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 me, 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. Now, let’s get started!

Note: 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*)

Chapter Two

Safety First

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.

What will this book will do for you?

This book will save you months of research,
trial and error, time and frustration.



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Safety Tips & Disclaimer

This information is designed to provide competent and reliable information regarding the subject matter covered at the time it was published. However, updates to the topic and its industry is ongoing and **it is up to you to educate yourself about current procedures regarding this topic. It is up to YOU the candle maker to TEST TEST TEST** each design or procedure prior to distribution as sales or gifts.

It is up to you to contact your Supplier and ask questions about updated procedures, design tips and products.

Gel candles may resemble a beverage or food product. **All pictures and references are "non-edible" items made of nonfood (wax, glass, etc.) components.** Be certain that you understand the steps and precautions in making any gel candle design and in using the gel candles. Failure to follow instructions could result in fire, injury or smoke damage. If you have any questions contact your Supplier. [Disclaimer](#)

<http://www.howtomakegelcandles.com/disclaimer>

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