

Fall & holiday success checklist for candle makers

Many candle businesses generate up to 50% of annual sales from September through December. While that profit potential is quite exciting, the sheer amount of work can be overwhelming. Where and when do you start? What tasks should be prioritized?

Let's get started!

This checklist and timeline are designed to help you navigate this bustling season—and make the most of the months when candles are in high demand.

Success during this time requires careful planning, adaptability, and hard work. But with preparation, it can also be gratifying. Here's to a successful holiday season for your candle business!

This checklist comes from [The candle maker's guide to a successful fall and holiday season](#). To read the full guide, click the title or scan this QR code:



Summer: Planning & Preparation

1. Forecast your year

- Review last year's sales figures.
- Note what worked and what didn't.
- Adjust forecasts based on this year's progress.

2. Determine products and collections

- Seasonal collections and products
- Returning products
- Gift sets and bundles
- Review costs and adjust prices as needed.
- Set launch dates.

3. Plan events, sales, and promotions

- Plan for any in-person events.
- Select the sales and promotions you'll hold.
- Make simple launch and marketing plans for each promotion.

4. Choose ordering and shipping cut-offs

- Determine these dates by checking this year's major holidays and shipping carrier deadlines.
- Plan how you'll share these dates on your website, in emails, and on social media.

August: Final Preparation

1. Prepare your workspace

- Organize and tidy.
- Get any additional tools or equipment to support efficient production.

2. Order supplies and packaging

- Place wax, wick, fragrance, and container orders based on forecasts.
- Order early to ensure you have all the needed supplies.
- Buy bulk to save money on per-item and per-ounce costs, plus take advantage of shipping discounts for larger orders.
- Stock up on shipping materials.

3. Start making products

- Prioritize new products so you can shoot photos and prepare other marketing materials.
- Stock bestsellers and assemble any gift sets or bundles.
- Backstock if possible to more easily meet demand and ship orders promptly.

4. Check your website and policies

- Proofread website content.
- Optimize for mobile shoppers and check page load speed.
- Make improvements to site navigation.
- Test your checkout process.
- Review FAQs and shipping/return policies; update if needed.

5. Create product and marketing content

- Draft new product descriptions and optimize existing descriptions for SEO.
- Shoot product and lifestyle photos.
- Design graphics for use on your website, email, and socials.
- Write copy, take photos, and record footage for email and social media content.

6. Schedule marketing content

- Schedule social media posts.
- Schedule emails.

September to December: The Flurry

- Continue making products as needed.
- Pack and ship orders.
- Stay on top of pre-planned marketing.
- Respond to customer inquiries.
- Take care of yourself.

Late December to January: Wrap Up

- Congratulate yourself on making it through!
- Update your website.
- Assess remaining inventory.
- Analyze finances.
- Review customer feedback.
- Thank your customers.
- Capture ideas while they're fresh.
- Rest and recharge.