

candle business name ideas

Candle Business Name Ideas: Ignite Your Brand with the Perfect Name

Starting a candle business requires passion, creativity, and a memorable brand name. Your business name is the first impression you make on potential customers, setting the tone for your brand and influencing purchasing decisions. This comprehensive guide provides a wealth of candle business name ideas, strategies for brainstorming, and tips for ensuring your chosen name is available and effective. We'll explore various naming approaches, from evocative imagery to descriptive terms, helping you find the perfect name to illuminate your success.

Article Outline:

I. Understanding the Importance of a Strong Brand Name:

II. Brainstorming Techniques for Candle Business Names:

- a. Keyword Research & Competitor Analysis
- b. Evoking Sensory Experiences (Sight, Smell, Touch)
- c. Highlighting Unique Selling Propositions (USPs)
- d. Using Name Generators & Tools

III. Types of Candle Business Names:

- a. Creative & Evocative Names
- b. Descriptive Names
- c. Location-Based Names
- d. Names Incorporating Your Own Name

IV. Checking for Trademark and Domain Availability:

V. Testing Your Name Ideas:

VI. Legal Considerations and Registration:

I. Understanding the Importance of a Strong Brand Name:

A Strong Brand Name is Crucial for Success

Your business name is more than just words; it's the foundation of your brand identity. A memorable and relevant name can significantly impact your marketing efforts, customer recall, and overall business success. A strong name will help you stand out from competitors and attract your target audience.

Memorable Names Boost Brand Recognition

A catchy and memorable name increases brand recall, making it easier for customers to remember and recommend your products. This can lead to repeat business and positive word-of-mouth marketing, essential for any growing enterprise.

Relevance Attracts the Right Customers

A name that accurately reflects your brand's values and product offerings will attract the right customers. Avoid names that are too generic or misleading, as this can confuse potential buyers and hinder growth.

II. Brainstorming Techniques for Candle Business Names:

Keyword Research & Competitor Analysis

Before generating names, research relevant keywords related to candles (e.g., "soy candles,"

"aromatherapy candles," "luxury candles") and analyze your competitors' names to identify gaps and opportunities. This helps ensure your name is search-engine optimized and stands out.

Evoking Sensory Experiences (Sight, Smell, Touch)

Candles appeal to all the senses. Use words that evoke feelings of warmth, comfort, relaxation, or luxury. Think about the colors, scents, and textures associated with your candles to inspire name ideas. Examples might include "Amber Glow," "Velvet Night," or "Whispering Woods."

Highlighting Unique Selling Propositions (USPs)

What makes your candles unique? Do you use sustainable materials, offer unusual scents, or focus on a particular aesthetic? Incorporate your USPs into your name to differentiate yourself from the competition. For instance, if you specialize in natural soy candles, you could include "Soy" or "Natural" in your brand name.

Using Name Generators & Tools

Numerous online tools can generate business name ideas based on keywords or themes. These tools can be a great starting point, but remember to refine the suggestions to ensure they align with your brand vision. Always check for availability before getting too attached to a generated name.

III. Types of Candle Business Names:

Creative & Evocative Names

These names focus on imagery and emotion, creating a memorable and intriguing brand. Examples include "Ember & Ash," "Starlight Scents," or "Whispering Flames."

Descriptive Names

These names clearly communicate the type of candles you sell. Examples might include "Artisan Candles," "Soy Candle Co.," or "Scented Candle Studio."

Location-Based Names

If you want to emphasize your local roots or target a specific geographic area, consider incorporating your city or region into your name. For example, "Coastal Candles" or "Mountaintop Melts."

Names Incorporating Your Own Name

Using your name or a variation of it can add a personal touch and build trust with customers. However, ensure the name is easy to pronounce and remember, and that it fits your brand's overall aesthetic.

IV. Checking for Trademark and Domain Availability:

Trademark Availability Check

Before settling on a name, conduct a thorough trademark search to ensure it's not already in use. This prevents legal issues and protects your brand's identity. The USPTO website is a good resource for this.

Domain Name Availability Check

Secure a matching domain name (.com, .net, etc.) to establish an online presence. A website is crucial for selling your candles online and building brand awareness. Check for domain availability using domain registrars like GoDaddy or Namecheap.

V. Testing Your Name Ideas:

Gather Feedback from Your Target Audience

Before launching your business, get feedback on your name ideas from your target audience. This helps you assess the name's memorability, appeal, and overall effectiveness.

VI. Legal Considerations and Registration:

Register Your Business Name

Officially register your business name with the relevant authorities in your jurisdiction. This provides legal protection and legitimizes your business.

Conclusion:

Choosing the right name for your candle business is a critical step toward success. By carefully considering your brand's identity, target audience, and unique selling propositions, you can craft a memorable and effective name that sets the stage for growth and profitability. Remember to thoroughly check for trademark and domain availability and gather feedback before making a final decision. A well-chosen name will not only attract customers but also build brand loyalty and contribute significantly to your overall business success.

Frequently Asked Questions (FAQs):

Q: How long should my candle business name be? A: Aim for a name that is concise, memorable, and easy to pronounce. Shorter names are generally more effective.

Q: Can I use a name similar to an existing candle brand? A: No, avoid names that are too similar to existing brands to prevent legal issues and confusion.

Q: What if my ideal name is already taken? A: Consider slight variations, adding a descriptive word, or exploring alternative keywords.

Q: How important is social media handle availability? A: Very important! Check if the name is available across all major social media platforms.

Q: When should I register my business name? A: As early as possible, before launching your business.

Related Keywords:

candle business names, creative candle names, unique candle names, best candle business names, catchy candle names, candle shop names, handmade candle business names, soy candle business names, aromatherapy candle business names, luxury candle business names, candle brand names, candle company names, how to name a candle business, naming a candle business, candle business name ideas, candle business name generator.

candle business name ideas: Candle Making Megan Charles, 2023-05-22 Candle Making:

How to Start a Candle Business is the ultimate guide for anyone who wants to turn their passion for candles into a profitable business. This comprehensive book provides step-by-step guidance on starting and growing a successful candle business, from choosing the right candle-making supplies and creating your signature scent to developing your brand and marketing your products effectively. You'll learn how to identify your target market and create products that meet their needs and preferences, as well as how to price your candles for profit and manage your inventory and finances. With practical tips and expert advice from successful candle makers, this book covers everything you need to know to launch and grow your candle business, including legal requirements, production and manufacturing, and distribution and sales. Whether you're a hobbyist looking to turn your passion into a business or an entrepreneur starting from scratch, How to Start a Candle Business is the essential guide to building a successful candle-making business that brings joy and relaxation to your customers while generating profits for you.

candle business name ideas: Candle Making: 4 Manuscripts in 1 , Candle Making: 4 Manuscripts in 1 - A Comprehensive Guide for Beginners, Intermediates, and Experts is the ultimate

guide to the art of candle making. This book includes four comprehensive manuscripts that cover everything you need to know to create stunning and fragrant candles at home. The first manuscript is perfect for beginners, covering the basics of candle making, including the different types of wax, wicks, scents, and colors. You'll learn how to create a variety of candles, including pillar candles, container candles, votives, tea lights, and floating candles. With detailed instructions and helpful illustrations, you'll be able to create high-quality candles that are sure to impress your family and friends. The second manuscript is for intermediate candle makers, focusing on more advanced techniques, such as using essential oils, creating custom scents, and adding decorative elements like flowers and glitter. You'll also learn how to troubleshoot common issues that can arise during the candle making process, ensuring that your candles are always of the highest quality. The third manuscript is designed for experienced candle makers, covering advanced techniques, such as making layered candles, incorporating unique materials like sand or seashells, and creating specialty candles like aromatherapy or massage candles. With step-by-step instructions and expert advice, you'll be able to create stunning and unique candles that are sure to impress. The fourth manuscript focuses on the business side of candle making, including marketing strategies, pricing, and branding. You'll learn how to create a brand, design packaging, and effectively market your candles online and in-person. You'll also learn how to price your candles for profit and build a loyal customer base. Whether you're a beginner, intermediate, or expert candle maker, **Candle Making: 4 Manuscripts in 1 - A Comprehensive Guide for Beginners, Intermediates, and Experts** is the ultimate guide to creating stunning and fragrant candles at home. With practical tips, expert advice, and creative ideas, you'll be able to create candles that bring joy and relaxation to any space, while also building a profitable and sustainable business.

candle business name ideas: Candle Making: 2 Manuscripts in 1 Megan Charles, 2023-05-22 **Candle Making: 2 Manuscripts in 1 - A Collection of Creative Recipes and Tips to Grow Your Business** is a comprehensive guide that combines two essential books on candle making. This book is perfect for beginners who want to learn the basics of candle making, as well as for established candle makers who want to take their business to the next level. The first manuscript is a collection of creative candle recipes that will inspire you to experiment with new scents and styles. You'll learn how to make classic pillar candles, container candles, votives, tea lights, and floating candles, as well as unique candles like layered candles, gel candles, and scented wax melts. With step-by-step instructions and helpful illustrations, you'll be able to create stunning and fragrant candles that suit your needs and preferences. The second manuscript is a guide to growing your candle-making business. You'll learn essential tips for marketing your candles, including how to create a brand, how to price your candles, and how to sell them online and at craft fairs. You'll also learn about important business topics such as managing inventory, creating a budget, and building a customer base. Whether you're a hobbyist or a professional candle maker, this book is packed with practical tips, expert advice, and creative ideas that will help you grow your skills and your business. With **Candle Making: 2 Manuscripts in 1 - A Collection of Creative Recipes and Tips to Grow Your Business** as your guide, you'll be able to create beautiful and high-quality candles that bring joy and relaxation to any space, while also building successful and profitable candle making business.

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price your candles for profit and build a loyal customer base. The third manuscript covers advanced candle making techniques, including creating custom scents, using essential oils, and adding decorative elements like flowers and glitter. You'll also learn how to troubleshoot common issues that can arise during the candle making process, ensuring that your candles are always of the highest quality. Whether you're a beginner or an experienced candle maker, *Candle Making: 3 Manuscripts in 1 - The Business of Scented Candles - Strategies and Tips for Success* is the ultimate guide to starting and growing a successful candle making business. With practical tips, expert advice, and creative ideas, you'll be able to create stunning and fragrant candles that bring joy and relaxation to any space, while also building a profitable and sustainable business.

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candle business name ideas: Running a Food Truck For Dummies Richard Myrick, 2016-09-28 Drive your food truck business to success While food trucks may not be the new kid on the block anymore, it's a segment that continues to swell—and there's still plenty of room for growth. If you have your sights set on taking your culinary prowess on the road, *Running a Food Truck For Dummies, 2nd Edition* helps you find your food niche, follow important rules of conducting business, outfit your moving kitchen, meet safety and sanitation requirements, and so much more. Gone are the days of food trucks offering unappealing prepackaged meals, snacks, and coffee. In today's flourishing food service industry, they're more like restaurants on wheels, offering eager curbside patrons everything from gourmet tacos and Korean BBQ to gluten-free pastries and healthy vegan fare. Whether you're the owner or operator of an existing food truck business looking to up the ante or a chef, foodie, or gourmand interested in starting your own mobile restaurant endeavor, *Running a Food Truck For Dummies* has you covered. Create a food truck business plan to set yourself up for success Stay profitable by avoiding the most common operating mistakes Harness public relations and social media to build your following Grow from one truck to multiple trucks, restaurants, or a food truck franchise Packed with the latest information on legislation and ordinances, securing loans, and marketing to the all-important Millennials, this one-stop guide helps you cook up a

well-done food truck venture in no time!

candle business name ideas: *Soap Making Business Startup* Suzanne Carpenter, 2016-12-31
Soap Making Business Startup How to Start, Run & Grow a Million Dollar Success From Home! In this book, I don't tell you how to make soap in few steps and then give you a few recipes to try, so you can start your own soap making business. You can find that information anywhere, don't have to buy my book to learn that. Wait! Oh! I did that in this book. I did explain how to make soap, I also did give you a few simple recipes too. But I hope that is not why you bought this book. In this book my goal is to explain to you in simple terms how to CREATE great natural and organic soaps and not just MAKE soaps, there is a difference. You will get to see and understand that difference when you understand each ingredients and how they interact and react with each other. You will not have a great business if you are just making carbon copy of few soaps of other people which your customers can go buy from any local stores. What will make you unique is when you create a blend or two of your own and people start liking your creation. That is when you can hit the home run in business. Imagine growing your soap company into a local, regional and ultimately a national brand, where your soaps will be sold at every Whole food, Body, Bath and Beyond, Home Goods and many other great retailers. This is a Two Part Book. In the first part I show you how to get started with soap making, I show you every steps you need to take to make your first batch of soap. Then I show you how to test your creation and how to figure out what works and what does not. On the second part of the book, I teach you everything you need to know about turning your new found passion into a successful business. I share my own story and how I turned my passion into a 6 figure business. Though this book is not about my success but yours, but I think you may find it inspiring that an average housewife like myself was able to build the business and then was able to sell it for a good profit. In the First Part I will Show You: Why you should your own Soap Making Business What Soap Making Equipment you will need How to get Started in Under a 1K How & Where to Buy Soap Making Supplies for Cheap What makes a soap Natural and Organic? What is the Difference between Fragrance and Essential oil How to use Various Natural Botanicals in your Soap and Make them Unique How to be Creative with various Soap Molds What and how to Use 32 Various Oils in your Soap How to Scent Your Soap How to Color your Soap with 11 Natural Colorants All the Soap Making methods Step by Step Soap Making Safety Rules to Follow Best & Easiest Recipes to Start with In the Second Part of the Book I Will Show You: Startup Costs for your New Homemade Soap Business How to get started, Step by Step Expected Average Monthly Revenue Average Monthly Expenses How to Start from Home and Save Money How to Find and Develop a Niche for your Soap Business The New Market Trends in the Soap Industry How to Price your Soap for Sale How to Calculate Profit Margin of your Business How to Create Unique Packaging for your Soap How to Create Proper Labeling for Natural and Organic Soap How and Where to Market and Sell your Handmade Soap How to Grow your Homemade Soap Business Top 4 Marketing Strategy to follow to Grow your business Welcome to a beautiful and colorful world of soap making and selling. Where else can you have fun and make money at the same time? Enjoy this wonderful journey, I know I have.

candle business name ideas: *Creative Candle Making* Meredith Mennitt, 2019-09-24 Explore the enchanting art of making candles! Creative Candle Making comes with instructions and materials to make all-natural candles at home. The beautiful book leads you through 12 candle projects as well as discussing the benefits of different waxes, wicks, molds, and the history of candle craft. Learn to make a variety of candles from sweet floating candles to modern cement pillar candles. The attached box contains: Step-by-step project instructions Soy wax chips Beeswax sheet Floating candle mold Mounted wicks and loose cotton wicking Osmanthus flower fragrance

candle business name ideas: *Make it! Market it! Bank it! Over 100 Ways to Start Your Own Home-Based Business* Barbara J. Albrecht, 2014-05-14

candle business name ideas: *Popular Mechanics* , 1966-06 Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest

breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

candle business name ideas: The Scented Candle Workshop Niko Dafkos, Paul Firmin, 2019-09-19 'Their combined passion for fragrance is infectious, and they love teaching.' Telegraph Not only is candle making and scent development a wonderfully relaxing craft, it is also a unique way to create personalised gifts or to create a signature scent for your own home or special event. Earl of East London Paul and Niko of Earl of East London share the secrets behind the gorgeously scented candles they create at their studio. As well as the basic steps required to prepare and pour candles at home, the pair include a fascinating exploration of the art of building scent, so you too can create your own signature fragrances. Paul and Niko are devoted to capturing memories and feelings in scent, and explain how to combine different essential oils to trigger different emotions, whether that may be a recollection childhood holidays conjured up by a hint of mandarin and seaweed, or an imagined walk in your grandparents' garden, scented with basil and parsley.

candle business name ideas: The Prairie Homestead Cookbook Jill Winger, 2019-04-02 Jill Winger, creator of the award-winning blog The Prairie Homestead, introduces her debut The Prairie Homestead Cookbook, including 100+ delicious, wholesome recipes made with fresh ingredients to bring the flavors and spirit of homestead cooking to any kitchen table. With a foreword by bestselling author Joel Salatin The Pioneer Woman Cooks meets 100 Days of Real Food, on the Wyoming prairie. While Jill produces much of her own food on her Wyoming ranch, you don't have to grow all—or even any—of your own food to cook and eat like a homesteader. Jill teaches people how to make delicious traditional American comfort food recipes with whole ingredients and shows that you don't have to use obscure items to enjoy this lifestyle. And as a busy mother of three, Jill knows how to make recipes easy and delicious for all ages. Jill takes you on an insightful and delicious journey of becoming a homesteader. This book is packed with so much easy to follow, practical, hands-on information about steps you can take towards integrating homesteading into your life. It is packed full of exciting and mouth-watering recipes and heartwarming stories of her unique adventure into homesteading. These recipes are ones I know I will be using regularly in my kitchen. - Eve Kilcher These 109 recipes include her family's favorites, with maple-glazed pork chops, butternut Alfredo pasta, and browned butter skillet corn. Jill also shares 17 bonus recipes for homemade sauces, salt rubs, sour cream, and the like—staples that many people are surprised to learn you can make yourself. Beyond these recipes, The Prairie Homestead Cookbook shares the tools and tips Jill has learned from life on the homestead, like how to churn your own butter, feed a family on a budget, and experience all the fulfilling satisfaction of a DIY lifestyle.

candle business name ideas: Fool's Gold? Scott Shane, 2009 Scott Shane draws on hard data from the Federal Reserve and other sources to paint the first reliable group portrait of the lionized angel investors. Surprisingly, he finds that they are fewer, contribute less, and involve themselves in fewer start-ups than the conventional wisdom suggests. Numbering only 156,000, angels typically still have their day jobs, make investments of \$10,000 or less, and take little or no role in management. Few of the companies they put money into arrive at IPOs, let alone massive returns.

candle business name ideas: My Name Is Monster Katie Hale, 2019-06-06 'Strikingly beautiful' Guardian 'Tough and tender' Joanne Harris After the Sickness has killed off her parents, and the bombs have fallen on the last safe cities, Monster emerges from the Arctic vault which has kept her alive. When she washes up on the coast of Scotland, everyone she knows is dead, and she believes she is alone in an empty world. Slowly, piece by piece, she begins to rebuild a life. Until, one day, she finds a girl: another survivor, feral, and ready to be taught all that Monster knows. But as the lonely days pass, the lessons the girl learns are not always the ones Monster means to teach .

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candle business name ideas: Soap Making and Candle Making Business Lisa Graham, 2020-04-18 3 BOOKS IN 1: 1° Soap Making & Candle Making For Beginners 2° Soap Making Business 3° Candle Making Business Do you want to start making money online? Start selling Soaps and Candles Online Right Now! Know How the Experts did it! Soaps and Candles are one of those

things that don't stop selling at any time of the year! The market for both of these products is huge and you too can get a piece of it. If you are artistic, then you can earn a lot more by making fancy candles and soaps. Learn everything about starting, marketing, and making money out a business online from the experts in the field. With this Soap & Candle combo, you can capture both the markets with speeds you cannot imagine - sales of one aids the other! Know what the bundle offers for you and your internet business: Learn everything about the online market Set up your business online Market your business online and start making revenue Get your candles and soaps to people and stores Bring in your style and make it your signature Know what the people really want with small hints Learn to make your products smell good Make specials and know how to attract more customers Everything about Soaps and Candles And a lot more! Make the most of your time at home and the opportunities the world can offer to you! Learn Everything about the Internet Business from the Experts! Make your Business Spread like Wildfire! Order Your Copy Now! :)

candle business name ideas: *Business Magazine* , 1925

candle business name ideas: *Popular Science* , 1954-06 Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

candle business name ideas: *The Witch's Broom* Deborah Blake, 2014 From besoms to broomcorn, Deborah Blake takes you on a magickal flight into the history and lore of broomsticks and the witches who use them. Throughout the ages, brooms and witches have always been thought of as a united, inseparable pair. Whether being used to sweep your home or help with your magickal endeavors, the broom is a more versatile and useful tool than you've ever imagined. You'll enjoy special segments entitled Real Witches, Real Brooms that feature well-known witchy authors sharing their personal uses of broomsticks. Whether you want to add a new facet to your magick practice, make a unique gift for someone special, or explore the role of brooms in Witchcraft's past and present, *The Witch's Broom* is your perfect guide.--Publisher description.

candle business name ideas: *Nation* , 1958

candle business name ideas: *Deadly to the Core* Joyce Tremel, 2024-01-16 Perfect for fans of Amanda Flower and Julie Anne Lindsey, when Kate Mulligan inherits her great uncle's fruit orchard, she quickly realizes that apples aren't the only thing that can have rotten cores. After losing her husband in a terrible car crash, thirty-five-year-old Kate is left to pick up the pieces of her life alone. Although she has physically recovered, she worries her spirit never will. But when she learns that she has inherited a fruit orchard in a small town just outside Gettysburg, Pennsylvania, from her great uncle Stan, she takes this as an opportunity ripe for the picking. Kate knew immediately what to do with it: open a cider house. Her hopeful plans fall far from the tree when she finds the body of the orchard manager, Carl Randolph, leaving her to figure out who is at the core of this murder. She had been in correspondence with Carl, who had agreed with her brilliant idea of opening a cider house. But not everyone is so quick to buy what she was selling—Uncle Stan's lawyer, Robert Larabee, paints a less rosy financial outlook of the orchard's past, present, and future. Kate discovers that Carl had large, unexplained deposits to his bank account and it becomes clear that either he was blackmailing someone, or someone was paying him to keep quiet. Meanwhile, Kate and her neighbors receive offers to buy their property from a mysterious buyer. And there's more than meets the eye with the neighboring orchard owner, Daniel Martinez, although Kate can't quite put her finger on if it's sweet or sour. Will she be able to pick out the bad apple among the bunch before it's too late?

candle business name ideas: *Sophie's World* Jostein Gaarder, 2007-03-20 A page-turning novel that is also an exploration of the great philosophical concepts of Western thought, Jostein Gaarder's *Sophie's World* has fired the imagination of readers all over the world, with more than twenty million copies in print. One day fourteen-year-old Sophie Amundsen comes home from school to find in her mailbox two notes, with one question on each: Who are you? and Where does the world come from? From that irresistible beginning, Sophie becomes obsessed with questions that take her

far beyond what she knows of her Norwegian village. Through those letters, she enrolls in a kind of correspondence course, covering Socrates to Sartre, with a mysterious philosopher, while receiving letters addressed to another girl. Who is Hilde? And why does her mail keep turning up? To unravel this riddle, Sophie must use the philosophy she is learning—but the truth turns out to be far more complicated than she could have imagined.

candle business name ideas: Competitive Information in Small Businesses T. Chesney, 2013-06-29 This book is about using information in small businesses to compete; it is about strategy and information systems. It examines problems that these businesses face and suggests some solutions. It looks at how strategic planning takes place and how information systems should be designed and developed in line with strategy, from a business rather than a purely technical point of view. The main contribution made is proposing an approach to crafting strategy, designing new business processes and information systems planning that could realistically be used by the average small business, that is one without great knowledge of strategy or information systems, and one that cannot afford to buy in this knowledge. The approach differs from others suggested in the literature in that it emphasises the important role of creativity in the process of creating strategy and in information system design and illustrates where this creativity may come from, it emphasises the importance of getting staff involved and it attempts to lessen the communication problems that exists between business people and information system developers, something that historically has caused problems.

candle business name ideas: 100 Side Hustles Chris Guillebeau, 2019-06-04 Best-selling author Chris Guillebeau presents a full-color ideabook featuring 100 stories of regular people launching successful side businesses that almost anyone can do. This unique guide features the startup stories of regular people launching side businesses that almost anyone can do: an urban tour guide, an artist inspired by maps, a travel site founder, an ice pop maker, a confetti photographer, a group of friends who sell hammocks to support local economies, and many more. In 100 Side Hustles, best-selling author of The \$100 Startup Chris Guillebeau presents a colorful idea book filled with inspiration for your next big idea. Distilled from Guillebeau's popular Side Hustle School podcast, these case studies feature teachers, artists, coders, and even entire families who've found ways to create new sources of income. With insights, takeaways, and photography that reveals the human element behind the hustles, this playbook covers every important step of launching a side hustle, from identifying underserved markets to crafting unique products and services that spring from your passions. Soon you'll find yourself joining the ranks of these innovative entrepreneurs--making money on the side while living your best life.

candle business name ideas: The Candle and the Flame Nafiza Azad, 2019-05-14 Azad's debut YA fantasy is set in a city along the Silk Road that is a refuge for those of all faiths, where a young woman is threatened by the war between two clans of powerful djinn. Fatima lives in the city of Noor, a thriving stop along the Silk Road. There the music of myriad languages fills the air, and people of all faiths weave their lives together. However, the city bears scars of its recent past, when the chaotic tribe of Shayateen djinn slaughtered its entire population -- except for Fatima and two other humans. Now ruled by a new maharajah, Noor is protected from the Shayateen by the Ifrit, djinn of order and reason, and by their commander, Zulfikar. But when one of the most potent of the Ifrit dies, Fatima is changed in ways she cannot fathom, ways that scare even those who love her. Oud in hand, Fatima is drawn into the intrigues of the maharajah and his sister, the affairs of Zulfikar and the djinn, and the dangers of a magical battlefield. In this William C. Morris YA Debut Award finalist novel, Nafiza Azad weaves an immersive tale of magic and the importance of names; fiercely independent women; and, perhaps most importantly, the work for harmony within a city of a thousand cultures and cadences.

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