

B2C — Golden Hour Candle Co.

1. **Business/Organization Name:** Golden Hour Candle Co.
2. **Your Name:** Danielle Ortiz
3. **Sector:** B2C
4. **Business Stage:** 0–2 years
5. **What You Offer:** Physical products; Programs/Events
6. **Products/Services/Programs:** Hand-poured soy candle collections (The Memory Collection: scents inspired by childhood memories), custom candles for weddings and events, monthly candle-pouring workshops
7. **Complete this sentence:** "I help busy women achieve moments of calm and connection through hand-poured candles that smell like their favorite memories."
8. **Who You Serve:** Consumers/Individuals; Families
9. **Biggest Problem You Solve:** Overwhelm/disorganization; Relationships/community
10. **Brand Colors:** No, but I'm drawn to: Warm & Organic (amber, cream, terracotta tones)
11. **Brand Voice:** Warm, Playful, Inspirational, Conversational
12. **Content Should Make People Feel:** Cared for, Hopeful
13. **Mission Statement:** (left blank)
14. **Vision Statement:** (left blank)
15. **Tagline:** (left blank)
16. **Writing Sample:** "Okay so funny story from this weekend's market. A woman picked up the 'Abuela's Kitchen' candle, smelled it ONE time, and started crying right there at my table. Happy tears!! She said it smelled exactly like Sunday mornings at her grandmother's house, the cinnamon and the coffee and everything. We ended up talking for like twenty minutes about our grandmas. THIS is why I quit my corporate job y'all. Not to sell wax. To bottle up the moments people thought they lost. Anyway I sold out of that scent by noon lol. Restocking this week I promise!!"
17. **Platforms:** Instagram, TikTok, Facebook, Email list
18. **Content You'll Actually Create:** Short-form video, Graphics/Carousels, Written posts, Email
19. **Weekly Time for Marketing:** 6–10 hours
20. **Lead Capture:** Email list; Landing page
21. **What's Worked Best:** Social media; Networking/Events (weekend markets)
22. **Primary 90-Day Goal:** Revenue: \$12,000 (holiday season push)
23. **Primary Call-to-Action:** Buy
24. **Top 3 Questions People Ask:**
 - 1) "How long do your candles last?"
 - 2) "Can you make a custom scent from MY memory?"
 - 3) "Are soy candles really better than regular ones?"
25. **Design Style:** Warm & Organic