

🍰 ✨ Module 7 – Your Shop Window ✨ 🪟

Hello again 😊

Your Bakery is **‘Now Open’**, your shelves are filling with products, and you are improving the way your content is presented.

Now it is time to focus on something extremely important! 😬

🪟 🍰 🍩 Your shop window 🍩 🍰 🪟



In a real bakery, the **‘Window Display’** is what makes people stop and look inside 👁️

If the **‘Window Looks Interesting’**, customers become **‘Curious’** and decide to enter the shop 😎

But if the **‘Window is Empty’** or uninviting, most people will **‘Simply Walk Past’** 😞

‘Your creator profile works in exactly the same way’ ✅

First Impressions Matter

When someone discovers your page, they usually see your **‘Profile and Gallery’** images before anything else.

- These images act as your display window 🪟
- They give visitors a quick impression of what your bakery offers 😬
- A well-presented profile encourages people to explore further 😊
- A blank or incomplete profile often causes visitors to move on quickly 😞

Building an Attractive Shop Window

‘Creating a strong first impression does not require complicated work’...

‘Small Details Can Make a Big Difference’... 🌸🌸🌸

Here are a few simple improvements that help visitors understand your page quickly.

- 🪟 Complete Your Profile
Fill in your profile details and include a **‘Short introduction’** about yourself.
- 📸 Add Gallery Photos
Photos act as your **‘Bakery Display’**. They show visitors what type of content you create and **‘Advertise You Are Open’** which also attracts more visitors to **‘Your Bakery’**!!
- ✨ Use Clear Images
Bright, well lit images attract more attention than dark or unclear ones.



- 🧁 **Show Variety**

Just like a bakery window displays different pastries, your gallery should show a variety of your content.

Why Galleries Are Important

Many visitors decide whether to explore a page within a few seconds

- If they see interesting photos in the gallery, they are much more likely to stay and watch videos 😊
- Think of your gallery as **free advertising for your bakery** 📣 🖨️
- Each photo is another invitation for someone to step inside 📱



Keeping Your Window Active

Just like bakery displays change throughout the day, your gallery should continue to grow

- Adding new images occasionally keeps your page looking fresh and active 📷 🖼️
- Visitors often return to pages that continue to evolve 😊
- **'Small Updates'** can make a big difference ✅

🧁 Your Bakery Task (Module 7)

Take a few minutes to review your shop window

- Check that your profile information is completed 😊
- Add a few photos to your gallery if possible 🖼️
- Make sure your images are clear and welcoming 😍 😎



These small improvements help more visitors stop at your **'Bakery Window'** and take a look inside 👁️

Remember, every successful bakery attracts customers by first catching their attention 👍

Your profile and galleries help invite visitors through the door.

In the next module we will explore **'Foot Traffic'**, where we talk about how visitors begin finding your bakery and how your audience slowly starts to grow. 👣

Melanie xx 🌸🌸🌸