

🧁 ✨ Module 8 – *Foot Traffic* ✨ 👣

(Bringing Visitors into Your Bakery)

Hello again 😊

Your bakery is now open.

- Your shop window is **looking attractive**,
- your shelves are **beginning to fill**, and
- your products are presented clearly.

Now we need to talk about something that every successful shop depends on.

👣 Footfall 👣



In the ‘Bakery World’ this is called ‘Foot traffic’ 👣 👠

Foot traffic simply means the number of people walking past your shop and stepping inside to take a look 👁️

‘The same idea applies to your creator page’... 🌸🌸🌸

The ‘More People Who Visit Your Page’, the ‘More Opportunities’ you have for views, followers, and long-term growth ✅ 😎

How Visitors Discover Your Bakery

Visitors usually arrive in several ways.

- Sometimes they ‘**Discover**’ your page through searches 😊
- Sometimes they arrive after seeing one of your videos 😊
- And sometimes they arrive through recommendations or activity on the platform 😊
- When someone arrives on your page, they will usually take a quick look at your shop window and displays 😊
- If they like what they see, they often send a ‘**Friend Request or Follow Request**’ 🧑🧑👋
- Think of this as someone deciding to become a ‘**Regular Customer**’ of ‘**Your Bakery**’



Why Accepting Friend Requests Matters

- Each friend request is like someone choosing to visit your bakery again in the future 🍞
 - When you accept a request, that person receives notifications when you upload new content 🗨️
 - This means every time you place a new product on your shelves; your followers are invited back to your shop to see what is new. 👁️
 - Over time this creates a growing group of returning visitors 👤 👤
 - Returning visitors are extremely valuable because they already know your bakery and enjoy your products 🍷 😊
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Building Your Customer Base

In the beginning, Your Bakery may only have a few customers.

- That is ‘Perfectly Normal’ 🤔
- Every ‘Successful Page’ starts small....
- But as you continue adding products, improving presentation, and ‘Accepting Friend Requests’, your customer base slowly grows 📣
- Each visitor who becomes a ‘Follower’ increases your reach and visibility 👁️
- Growth happens gradually through many small steps 🦶



A Simple Way to Think About It

‘Imagine your bakery growing a list of regular customers’... 🌸🌸🌸

Each time ‘Someone Joins’ that list, they receive a ‘Small Reminder’ whenever fresh products appear on your shelves 🗨️

The larger that list becomes, the ‘More People’ return to **your bakery** each time you add something new 👤 👤 👤 👤 👤 👤 👤 👤 👤 👤

This is how ‘Long Term’ growth begins



Your Bakery Task (Module 8)

Today, focus on building your customer base.

- Accept friend requests when they arrive 🙌
- Continue uploading content when possible ⬆️
- Keep your bakery active and welcoming 🙌😊

'Every visitor is a potential returning customer' ✅

And every returning customer helps your bakery grow. 😊



'Remember, a successful bakery is 'Not Built in One Day'... 🌸🌸🌸

It grows steadily as **'More Visitors Discover'** the shop and **'Return'** again and again 🚶🚶🚶🚶

In the next module we will explore **'Batch Baking'**, where you will learn how many creators produce content more efficiently without creating pressure or stress. 🧁

Melanie xx 🌸🌸🌸

