



# Module 6 – *Angles and Presentation*



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Hello again 😊

Your bakery is now open, your shelves are beginning to fill, and you have started improving the lighting inside your shop.

Now it is time to look at something that can make a big difference to how your products are presented.

   **Angles**   

In a real bakery, products are carefully arranged so customers can see them clearly.

- Cakes are placed at eye level 🍰
- Pastries are arranged neatly 🥨
- Everything is positioned so the customer can easily see what is available 👁️

The same idea applies when creating your content.



Good angles help visitors see ‘**Your Products**’ clearly and make your videos much more enjoyable to watch. 🎥 ✨

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## Why Angles Matter

*Imagine walking into a bakery and trying to look at the display counter...*

- But instead of seeing the cakes clearly, all you can see is the side of the shelf 👁️
- You know something is there, but you cannot properly see it 😞
- Most customers would simply move on 😐
- The same thing happens with content when the camera angle is not positioned well 😞
- Sometimes creators place the camera in one position and leave it there for the entire recording 🤖
- This can result in viewers only seeing part of the scene, which makes the content less engaging 😞
- Good presentation helps your visitors see everything clearly 😊



## Simple Angle Improvements

*You do not need complicated equipment to improve your angles... 📹*

*Small adjustments can make a big difference!*

Here are a few simple ideas many creators use:

- 📱 Position the camera slightly higher or lower to capture a better view
- 🔄 Move the camera occasionally to create different perspectives
- 📏 Make sure the main part of the scene stays clearly visible
- 🎥 Test your camera position before recording to see how everything looks



*Even moving the camera by a small amount can change how the final video appears!*

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## Variety Keeps People Watching

- Just like a Bakery that ‘Displays Different Products’, content that shows a ‘Variety of Angles’ keeps viewers interested 😊
  - If a video shows the ‘Same Position’ for a long time, some viewers may lose interest 😞
  - But when the perspective changes occasionally, it creates a more dynamic and engaging experience 😄
  - You ‘Do Not’ need dozens of angles 😊
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*‘Even one or two changes can make your content feel much more professional’... 🌸🌸*



## Your Bakery Task (Module 6)

Next time you prepare content, try this simple exercise:

- Test two different camera positions 😊
- Watch the recording briefly to see which looks best 😊
- Choose the angle that shows your scene most clearly 😊

This small habit will help you improve your presentation with every video you create.



Remember, your goal is simply to help visitors ‘See Your Bakery Products ‘**Clearly**’ and ‘**Enjoy**’ the ‘**Experience**’ when they enter your shop 

Small improvements like lighting and camera angles can make a huge difference over time ✨

In the next module we will talk about **Your Shop Window**, where we focus on **Galleries, Profile Presentation**, and how visitors first discover your bakery.

Speak soon, *Melanie xx* 

