

🧁 ✨ Module 4 – *Consistency and Growth* ✨ 📈

1

Hello again 😊

Now that your ‘Bakery Shelves’ are beginning to fill with ‘Products’, it is time to talk about something very important.

Consistency... 🤔

In the ‘Bakery World’, a shop that ‘Opens Once a Month’ will never build regular customers.

But a ‘Bakery That Opens its Doors Regularly’, keeps its ‘Shelves Stocked’, and continues ‘Adding Fresh Products’ will slowly build a loyal customer base. ✅

‘The same principle applies to your creator page’...

Visitors ‘Enjoy Discovering New Content’. When your page ‘Remains Active’ and ‘New Products Appear’ on the shelves regularly, people have a reason to ‘Return Again and Again’. 🍪

Over time this ‘Creates Familiarity’, ‘Trust’, and ‘Growing Interest’ in ‘Your Work’ 😊😄😄

Why Consistency Matters

‘Imagine a visitor discovers your bakery today’... 🌸🌸🌸

- They enjoy what they see and decide to come back next week 🤔
- If they return and nothing has changed, they may assume the bakery is not very active 🤔
- However, if they return and see that new products have appeared on the shelves, they become curious to explore again 🤔
- This is how regular visitors slowly become loyal customers 😎
- Each new upload is like placing a fresh product in your shop window ✅
- It signals that your bakery is open and active 🧁🍪🍪🍪🍰🍪🍪



Building Momentum

Many creators believe they must upload large amounts of content quickly in order to grow.

In reality, steady and consistent activity is far more effective 🤔

A page that ‘Uploads Regularly’ over time often performs better than a page that uploads everything at once and then becomes quiet 🤔

Growth in this industry usually happens gradually.... 😊

Small steps repeated regularly create real momentum 🥰💕

Finding Your Own Rhythm



Every creator has a different schedule and lifestyle.

- Some creators upload several times each week ✅
- Others prefer creating content in batches and scheduling uploads over time ✅

Both approaches work well 😎👍

What matters most is finding a **“Rhythm”** that feels comfortable and sustainable for you.

Remember, **‘Your Bakery’** does **‘Not’** need to be perfect.

It simply needs to stay open and continue offering new products.



Your Bakery Task (Module 4)

‘Take a few minutes to think about your own rhythm’...

- Decide how often you would like to upload content
- Plan your next one or two uploads
- Continue adding content whenever you can



Consistency is what slowly turns visitors into **regular customers**.

Each new upload is another fresh product on your bakery shelves 🧁

In the next module we will talk about **Lighting Your Bakery**, and how small improvements to lighting and presentation can make your content look far more appealing to visitors.

Melanie xx 🌸🌸🌸

