**Level 2 Lesson 7: Goods Presentation**

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| **1. Description Content** |
| This is Lesson 8. The lesson that will help you to display your products or service better.  This is another important step to help you prepare for your online business. With an online business, you will have to display your products and services as posts so that potential customers can browse.  In an online space, you cannot always be there to engage your customers, it becomes so important to keep in mind that whatever pictures you post to represent your products and service will have to do the extra work of convincing customers to buy from you.  This is the how-to lesson.  Shall we start?  **Button:** Yes! |

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| **2. Description Content** |
| Here are the things you need to do to present your products/service well to potential customers:   * Take pictures of the same product from multiple angles so that potential customers can see the entire product. * Take pictures of the same product close to other basic items that people can recognized. This helps customers to determine the size. * Take a close-up shoot to show the materials after some use or of the quality of craftsmanship. * Use models to wear or use the items to give customers an idea of how to use it or how good it will look on them. * In the case of food, services, and tourism, try to capture emotions and and the setting. This will help customers to imagine the feelings and experiences that they are likely to have.   If anything is still unclear to you, click here to watch the video >>>: [https://www.youtube.com/watch?v=ntC0qncOf1k](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailtrack.io%2Ftrace%2Flink%2F7bb43cf7b45589e39790fcba5b8811d5aba9e1b8%3Furl%3Dhttps%253A%252F%252Fwww.youtube.com%252Fwatch%253Fv%253DntC0qncOf1k%26userId%3D4684508%26signature%3Daadc8823c9ab09c6&data=04%7C01%7Cjonika.paulsen%40asiafoundation.org%7C8ca5738bc1da4cd066cf08d8c6873ffd%7Cba45684444ef4bd88efebeca529e0771%7C1%7C0%7C637477631537651404%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=kO2dh1KDNMb44EUd0wtHQfQ9mWnV9fXapx5BOFylj0c%3D&reserved=0)  Make sure to come back because we will tell you two more important elements in your preparation.  **Button:** Next. |

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| **3. Description Content** |
| Apart from taking pictures of your products/service, you can also retouch pictures, add price tags, or watermark your logo into the pictures.  These are the applications that are very easy to use for those purposes:  1. Photo Retouch: is used when you want to improve the quality of the images in a certain way such as brighter, darker, greener and so on. This is particularly useful for food photographs, which often look dull or unappetizing when taken with a normal camera and regular lighting.  These are the retouch apps: Snapseed, lightroom, VSCO, Foodie.  2. Editing Apps: are used when you want to cut out some parts of the photos, replace the background colors, or insert your logo or price tag into the image.  These are editing apps: Canva, Phonto, Background Eraser.  Please go ahead and download them, then you can play around to see how would you best use them.  This is it for the lesson – short and sweet – giving you plenty of time to explore those apps.  So, shall we end this lesson?  **Button:** Yes!  **Button:** No! Go Back. |

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| **4. Description Content** |
| Wait! Before you go, there is one last important reminder.  Remember Level 1 Lesson 5 on updating your facebook page, maybe you skipped that bit? It gives you great tips about taking good pictures and writing engaging descriptions. Even if you didn’t skip it, it is a good idea to go back and review it.  The lesson contains important skills you need to make good presentation of your products/service.  Make sure to check it out and we hope to see you in the final two lessons: visibility, payment and delivery planning, and Facebook Live.  See you!  **Button:** End this lesson. |