

## Lesson #10: Presentation, What is it?

Presentation is simply the way you and your business come across to your potential buyer.

A funeral home does not put out party balloons or play loud and raucous music. Your site/business needs to be in line with the service or product it provides.

- \* Make sure to have your customer comfortable when shopping at your business. (colours and text should be eye easy)
- \* Avoid clutter that makes it hard to find what they are looking for. (Keep it simple and clean)
- \* Do not provide links for them to leave your business. (Google ads may provide you with a few cents but they steal your customers attention)

Give your customers what they expect and they may buy from you, give them more and you build a relationship for life.

It all comes down to the way you and your business present yourself to your potential buyers in those first few seconds of contact.

Next week we cover "Creating An Affiliate Program, Why?"