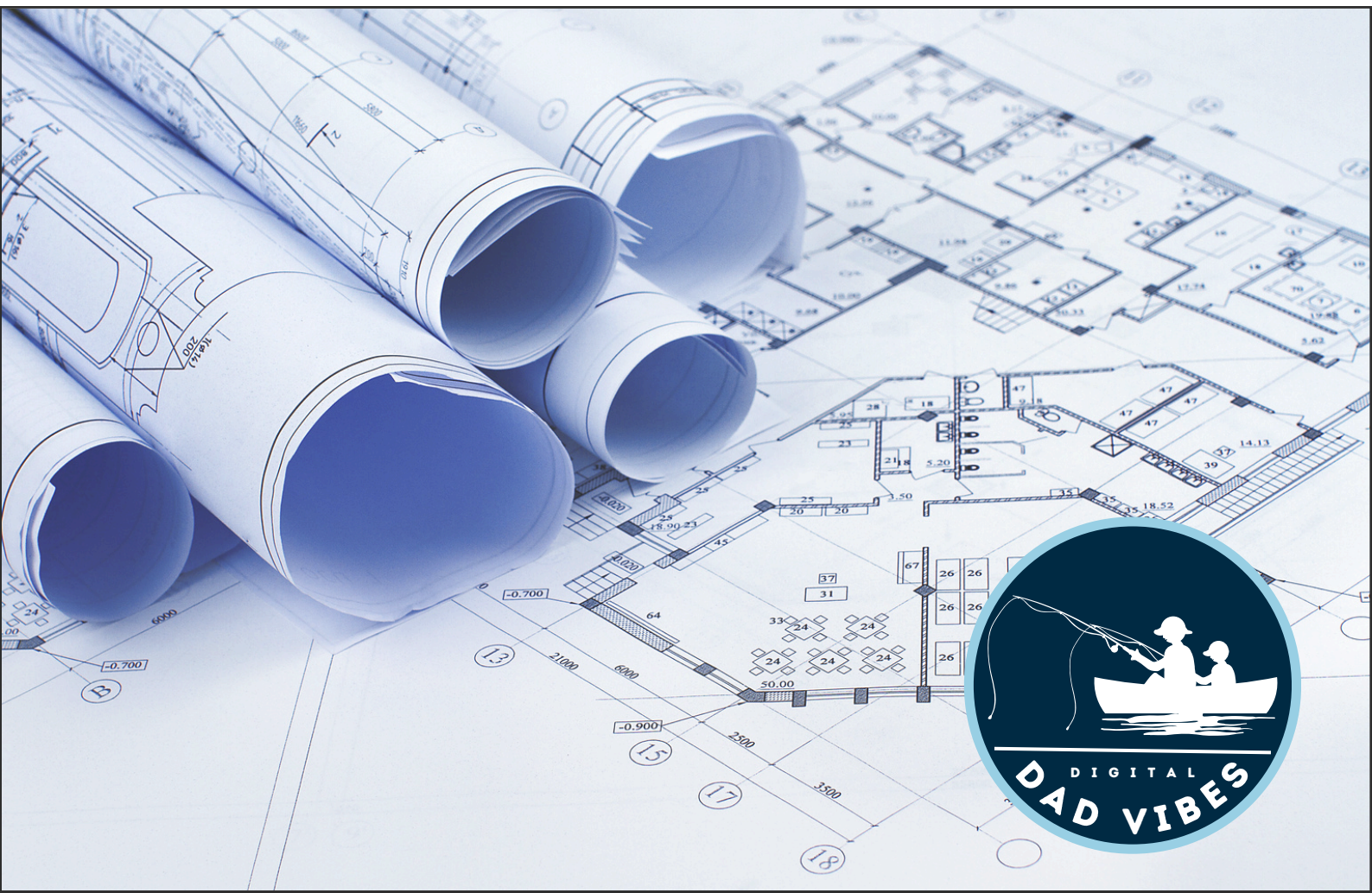


Blueprint to

DIGITAL MARKETING NO FACE NEEDED

How to Sell Digital Products Online
with a Faceless Account





About ME

WELCOME!

Hi! I am James and it's so awesome to connect with you! I'm just a regular ol' dad that was tired of working long hours to help others become rich and then not having any time or energy to spend with the most important people in my life, my **Family**. Spending more time with your coworkers than your family is NOT ok! I knew there HAD to be a better way!

That's when I stumbled across Faceless digital marketing and I had my "aha" moment. See, I've studied marketing as a whole for almost a decade and knew traditional marketing well, but in the past making money online like all the big gurus mostly involved network marketing and that required selling or recruiting to family and friends, ugh! With my introverted personality this did not work!

But, with Faceless Digital marketing there is no recruiting and requires little to no budget to get started. And the best thing is you don't have to bother family and friends, in fact, no one ever has to know what you are doing! Then when your success starts to shine like that freshly waxed brand new car in your driveway, friends and family will start bugging you, asking you how you did it! (Please don't let this deter you ;-)

So I am passionate about empowering parents and anyone that is tired of same 9-5 grind that is just keeping them afloat to finally achieve financial freedom. Having all the time to spend with your family instead of wasting away at a dead end job is the real win, but as a parent, being able to provide for your family and making sure they have everything they need in life truly warms your heart inside!

My complimentary guidebook offers a "Blueprint" to help you kickstart your journey. I am always available to provide guidance and answer any questions you may have. Reach out to me on Instagram @digitaldadvibes and let me know how things are going and follow along for more tips and tricks to help you along the way, ok now get to it!

sincerely,
James

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YOUR STEP-BY-STEP ROADMAP

01 Understanding Digital Marketing

Digital marketing in the most basic terms is promoting products, typically digital ones, using online social platforms like Instagram, TikTok, Pinterest, Facebook etc. Whether it's a purchase, sign-up, or content interaction, the objective is to establish a connection with a target audience, engage them, and encourage particular actions such as making a purchase or signing up for a newsletter.

Your goal as a faceless digital marketer remains the same: to build meaningful connections with your audience, sell digital products, help people in your niche solve problems, grow your business, and achieve time/financial freedom! The one distinction is that you won't be revealing your face on camera! It is one of the biggest opportunities to make an online income for complete beginners since it's a low-cost but high-return system.

You can create and sell your own digital products, such as ebooks, workbooks, content creation templates, website layouts, courses, and more. You also have the option to sell products that are “done-for-you“, products that come with something called MRR or PLR rights. Master Resell Rights (MRR) is like having a special key that unlocks a world of digital opportunities.

MRR is a unique type of permission granted by the creator of a digital product, like an e-book or software, allowing you not only to use the product for yourself but also to sell it to others. Even more, with Master Resell Rights, you not only get to sell the product, but you can also grant your customers the same reselling power. You get the product and the 'rights' to pass it on, helping you create your very own online business by offering valuable products to a wide audience.

02

Pick An In-demand Digital Product



With digital products, the possibilities are endless. There is a vast array of niche markets and subjects, from fitness and self-improvement to travel, cooking, and so much more. This means you can create and sell digital products that truly resonate with you, your interests, and your audience.

The digital product world lets you align your business with your passions, making it a fulfilling and exciting journey where you get to share what you love with the world while generating income.

- **Brainstorm your skills and passions** - What are you good at? What are you passionate about? What can you talk about day after day? These are good places to start when brainstorming ideas for digital products to sell.
 - **Do market research** - Once you have a few ideas, do some research to see if there is a demand for them. You can use tools like:
 -
 - Wordstream.com - Keyword research site that gives you search quantities, competition, & suggests related keywords
 - Google Trends - Shows you what is being searched on Google
 - **Decide on your niche** based on searches, competition, gaps in that niche, etc. Popular niche examples - Health, Wealth, Relationships, Travel, Parenting
 - **Identify problems within that niche.** Then solve each problem with a digital product that you create or purchase with MRR or PLR (license that allows you to resell a digital product as your own)
-

03

Determine Your Target Audience



Create a buyer persona for your ideal customer. A buyer persona is a fictional representation of your ideal customer. This will help you to create a product that is tailored to their needs and interests. Develop a detailed profile of your ideal customer. This persona should include:

- Demographics: Age, gender, location, income, etc.
- IAO: Interests, activities, opinions, values, lifestyle, challenges, etc.
- Online behavior: Preferred websites, social media platforms, etc.

Your buyer persona can change as you go and grow. Once you start marketing on social media, you can utilize performance insights and you can conduct polls and ask direct questions to help you determine who your customers really are and how you can help them.

A great tool to create a buyer persona for your business is [Founderpal.ai](https://founderpal.ai). In their free tools they have a persona generator, just enter your information and they will create a buyer persona for you!



04

Create Your Social Media Presence

It's time to start building your audience by setting up a new social media account. Don't overthink it! Start simple but effective.

- **Choose the right platforms** - Select the social media platforms that align with your target audience and niche. Popular options include Facebook, Instagram, TikTok, Twitter, YouTube, and Pinterest. I have found that Instagram is a no brainer since it is tied to Facebook, giving you the opportunity for every post to appear on both platforms.
 - **Create your profiles** - Use a consistent username and profile picture across all accounts to establish a cohesive brand identity. You should build all new accounts and start from 0. You can design a logo in Canva to use as your profile picture if you are going completely faceless
 - **Optimize your profiles** - Craft a bio that clearly communicates who you are, who you help, any authority you possess, and a compelling call-to-action leading to your freebie in your shop or sales funnel.
-

05

Set Up A Digital Store Front



Now you are ready to set up your store front. Now, many people use Stan Store, which is fine, and it used to be the top all-in-one solution for setting up a digital products store. But now there are many options and if you are on a budget Stan Store has a 14 day trial but after that charges \$29 a month with no free option.

Now, I know that as a beginning marketer budgets are usually tight, so I'm going to provide you with 3 alternative solutions that have all the tools that Stan Store has but also have a **free** tier that you can use as long as you want. And as your business grows, they also have paid options as you scale up your business and need more tools and resources. Here you go:

- **Systeme.io**

Systeme.io has everything you need to start a business and you can use it all for FREE! Systeme.io aims to give every person in the world the opportunity to build an online business and they stand by that! Great customer service and you can build your own website, funnels, squeeze pages, email marketing, all for FREE! It is in my opinion the easiest and most complete system out there!

- FREE forever and only upgrade if you really need it! \$27, \$47, and \$97/mo plans only as needed. With the FREE plan you have access to all the tools you would need to run a business, including your own website and email marketing!
- [Create your store here](#) for FREE lifetime access!

- **Beacons.ai**

Beacons.ai is an all-in-one creator business platform. It is an AI-powered link aggregator, link in bio, and social media marketing tool. You can create or upload any digital products to sell and has email marketing built into the platform. You can even build your own website. Best of all, you can start for free and will only have to upgrade if your business is thriving and you need more tools and resources.

- FREE to start, upgrade to \$10, \$30, and \$90/mo only as needed.
- [Create your store here](#) & receive a \$25 credit if you decide to upgrade to any Pro tier!

- **Pensight.com**

- This platform has everything that Beacons has and is also free to start and has a \$29/mo upgrade only if needed.
- [Create your store here](#) & receive a 40% off of your first 2 months of Pensight Pro!

06

Create Or Acquire Your Freebie



If you are creating the freebie yourself:

- Make sure it is high-quality and error-free
- If you are creating a text based freebie, like E-books, templates, etc., Canva is the way to go!
 - [Get a FREE 30 day trial of Canva Pro here!](#)
- Make sure to overdeliver and add a ton of value to your freebie. Really serve your audience here & they will keep coming back.
- There are free resources online that can help, such as Chat GPT. You can ask Chat GPT for ideas on creating an outline for your E-book, templates, etc.

If you are NOT creating the freebie yourself:

- You can purchase a lead magnet that you did not create, enter all of your own information, & give it away to your audience as long as it comes with a Private Label Rights license. Every license is different, so be sure to read the terms and conditions to make sure it is something you are allowed to give away.
- You can search on Pinterest, Etsy, or Google PLR products for “Your Niche”.

Now after you have created or acquired your freebie, it's time to add your freebie to your store front and start promoting it so you can build your email list.



07

Start Posting On Social Media

Define your goals & create a content plan

- Setting clear goals will guide your strategy. Develop a content plan that aligns with your goals and target audience. Plan out what types of content you'll create (e.g., faceless reels with stock photos & video, filming your own faceless reels, carousels, etc.), how frequently you'll post, and the topics you'll cover. I would suggest posting at least 1 time per day in the beginning with 5 stories.

Faceless Stock photos & videos

- There are numerous free resources for content, like Canva and Pexels. However, there are paid content banks that provide high-quality, Instagram-worthy content. Social Stocks and Content Cove are just 2 options. You can also purchase them on Etsy.
 - One of the most important things to remember when creating your strategy is to provide tons of value. No one cares about the features of the product you are selling. They want to know what it will do for them and how it will positively impact their lives.
-

08

Build Trust & Connection



Now that you have everything in place, building connections through reels, stories, and posts is fundamental to seeing success. You need to show your personality on social media. This will set you apart from other faceless accounts.

Let your authenticity shine through:

- **Find your Vibe:** Develop a unique and consistent brand personality reflected in your captions and interactions.
- **Be transparent:** Share your brand story, mission, and values to connect with your audience on a deeper level.
- **Humanize the voice:** While faceless, you can still be relatable. Inject humor, share personal anecdotes, and express genuine enthusiasm in your captions.

Build trust through expertise and value:

- **Share valuable insights and tips:** Position yourself as a reliable source of information within your niche. Offer solutions to problems, educate your audience, inspire, or entertain them. Focus on serving them, not just selling your product.

Building trust and connection takes time and effort. By consistently delivering high-quality content, engaging authentically, and fostering a community, your faceless Instagram account can cultivate a loyal and engaged following.



09

Setup Your Email Campaign

While building trust might seem harder without a face, email marketing can be a powerful tool for faceless accounts to connect and engage with their audience. Here are some tips to help you succeed:

- **Focus on value and expertise:**
 - Share valuable insights, tips, and resources related to your niche.
 - Provide subscribers with exclusive content like early access to downloadable resources or discounts.
 - Focus on storytelling. Weave compelling narratives into your emails to connect with your audience on an emotional level. This fosters a sense of connection even without showing your face.
 - **Cultivate a strong brand voice:**
 - Develop a unique and consistent writing style. This voice should reflect your brand personality and resonate with your audience.
 - Inject humor and personality. Even without a face, you can still be relatable. Use humor and personal anecdotes to showcase your brand's personality and make your emails more engaging.
 - **Encourage engagement and interaction:**
 - Include clear calls to action
 - Ask open-ended questions
 - Run contests and giveaways
-

10

Launch Your Digital Product



You established your social media presence, built an audience who you actively engage with, and they trust you! In the background, you have been working on your digital product and now it is launch time!

- **Leverage the power of anticipation:** Tease your upcoming digital product strategically. Share glimpses of its development process, highlight its benefits, and gauge excitement through polls or Q&A sessions.
 - **Offer pre-launch incentives:** Reward your early supporters with exclusive pre-launch discounts, early access, or bonus content
 - **If you are creating the product yourself:** Make sure it is high-quality and error-free. Canva is the way to go for text based products, like E-books, templates, presentations, printables, etc. If you are creating a video based product or live sessions, Beacons can host it all for you!
 - **If you are NOT creating the product yourself:** You can purchase a product that you did not create and resell it as your own, as long as it comes with a license like Master Resell Rights or Private Label Rights. You keep 100% of the profits. Every license is different, so always read the terms & conditions of the product you purchase.
-



11

Stay Consistent & Persistent

Consistency and persistence are vital for long-term success in digital marketing. Here are some tips to help you stay on track:

- **Set Clear Goals** - Define your objectives and break them down into actionable steps.
- **Establish a Routine** - Create a schedule that allows for regular work on your business.
- **Use a Content Calendar** - Plan your content in advance to ensure a consistent flow of valuable material.
- **Track Your Progress** - Monitor your performance using analytics tools to identify what's working and what needs improvement.
- **Seek Continuous Learning** - Stay updated on industry trends and invest in improving your marketing skills.
- **Stay Motivated** - Surround yourself with a supportive community and celebrate your achievements.
- **Embrace Failure as a Learning Opportunity** - Learn from setbacks, make adjustments, and keep moving forward.

By staying consistent, motivated, and adaptable, you'll build a strong foundation for your business. Maintain focus, learn from experiences, and let your determination drive you toward achieving your goals. Resources included on the last page.



START

Your Faceless Journey Begins

Embracing a faceless approach doesn't have to limit your ability to connect and engage with your audience. By focusing on high-quality content, building trust through expertise and value, and fostering genuine connections, you can build a thriving brand that resonates with your audience regardless of your physical presence. Remember, the faceless approach is not about invisibility; it's about allowing your brand voice, creativity, and the value you offer to shine through.

This path may seem unconventional, but it can be incredibly rewarding. So, step into the spotlight with confidence, and be the faceless voice that makes a difference!

I am here to help you along the way. Any courses purchased through me come with personalized mentorship. I have multiple other ways to help you become successful on your journey on the next page.

DM me at anytime for any questions or help you may need and make sure to follow me on Instagram at the link below.

[Follow me on Instagram](#)

Resources To Support Your Growth & Success

Set Up A Digital Store Front
Start for FREE Here!

[Systeme.io](https://systeme.io)

[Beacons.ai](https://beacons.ai)

[Pensight.com](https://pensight.com)

Free Products to help your growth in your business Click Below

[FREE! Click Here](#)

Digital Products with MRR & PLR to help fast track your way to growth in your business

[More Info](#)

Take your digital product dream to the next level with 'Done For You' Digital Products with MRR & PLR. These include eBooks, social media workbooks, templates & more – to learn, create, launch, and profit from your own creations. No time to build from scratch? Resell these products and keep 100% of the profits. Zero experience? This library is your blueprint for success, guiding you from idea to loyal customers, even if you have no followers & no clue where to start.

Instagram EDGE

Fast-track your way to explosive growth and income

This self-paced video course goes beyond surface level social media marketing advice like “post more” or “be consistent.” Using tested strategies and perfected through many secret Instagram ‘experiment’ accounts, you’ll learn the everything from the beginner fundamentals all the way through and beyond the advanced nuances of Instagram; from technical skills to Reels creation, to how to make the algorithm work for you. You’ll walk (or joyfully skip!) away with unshakable confidence in your ability to grow your community, get more of the right engagement, and make more money faster.

[I'm Ready!](#)



Instagram EDGE

Unlock the power of Instagram to skyrocket your success

You'll get instant, life-time access to:

- 85+ Digestible video trainings showing you step-by-step how to setup, get started, and thrive. This takes out all of the guesswork when you see everything in action (all future updates included)
- 101 proven viral reels prompts, 101 hooks, 101 calls-to-action
- Notion Content Planner Template
- Canva Content Planner Template
- Insights Tracker & Analysis Google Sheets Template
- Access to private community

bonus

25 On-Screen Hooks

1. **Intriguing Question:** "Do you ever [insert audience problem]? Here's the solution..."
 2. **Unexpected Fact:** "Did you know [insert surprising fact related to your niche]?"
 3. **Benefit-Driven:** "Tired of [pain point]? This simple trick will change everything!"
 4. **Benefit-driven:** "Want to [achieve a desired outcome] in [timeframe]?" (Show how your content helps)
 5. **Numbered List:** "3 things you're doing wrong with [topic] (and how to fix them)!"
 6. **Transformational Story:** "From [problem] to [solution]: My journey to [positive outcome]"
 7. **Humor:** "**Me trying to [funny situation related to your niche] **"
 8. **Behind the Scenes:** "A peek into [a glimpse of your creative process]"
 9. **Before & After:** "The difference [product/service] can make!"
 10. **Challenge:** "Can you do this [related to your niche]?"
 11. **Bold statement:** "Forget everything you think you know about..." (Followed by a new perspective)
 12. **Customer testimonial:** Share positive feedback or success stories from your customers
 13. **Counter-intuitive statement:** "The biggest mistake you're making with [topic] is..." (Reveal the mistake and its solution)
 14. **Statistic or fact:** "Did you know [surprising statistic]?" (Use the statistic to introduce your content)
 15. **Unexpected comparison:** Compare your product or niche to something surprising to spark curiosity
-

bonus

25 On-Screen Hooks (cont)

16. **Quick Tip:** "One quick tip to [achieve something related to your niche]"
 17. **Dramatic Zoom:** "Zoom in on a surprising or interesting object related to your video"
 18. **Stop Motion Animation:** "Use stop motion to create a visually engaging and unique effect"
 19. **Timelapse:** "Show a process sped up with a timelapse to capture attention"
 20. **Product Demonstration:** "Show your product in action and highlight its benefits"
 21. **Provocative statement:** Challenge a common belief or assumption in your niche
 22. **Suspenseful build-up:** Gradually reveal a solution or answer to keep viewers engaged
 23. **Storytelling:** Use a short story format to illustrate your product's benefits or message
 24. **Blooper reel:** Share a lighthearted blooper reel showcasing the fun behind your brand
 25. **Quote or inspirational message:** Start with a thought-provoking quote relevant to your niche
-

bonus

10 Calls To Action (CTA's)

1. **"Comment 'keyword' and I'll send you all the details"** (Increases engagement and sparks conversation)
 2. **"Follow for More Tips!"** (Encourage audience growth on your account)
 3. **"Tag a Friend Who Needs to See This!"** (Increase reach and engagement)
 4. **"Share Your Thoughts in the Comments!"** (Spark conversation and community building)
 5. **"Share This Reel if You Found it Helpful!"** (Increases reach and visibility)
 6. **"Save This Reel to Watch Later!"** (Encourages viewers to revisit your content)
 7. **"Turn on Post Notifications to Never Miss a Reel!"** (Increase future viewership)
 8. **"Vote in the poll: Option A or Option B?"** (Increases engagement and gathers audience insights)
 9. **"Tell me your biggest struggle with [topic] in the comments!"** (Sparks conversation and identifies audience pain points)
 10. **"Enter the Giveaway by Following These Steps..."** (Increases engagement and follower count)
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