

BLUEPRINT



*Faceless
Social Media*



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03 _____ STRATEGY THAT CONVERTS

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04 _____ HOW TO TRAIN THE ALGORITHM

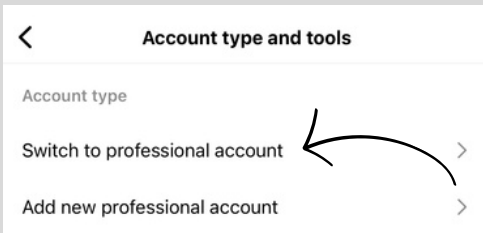
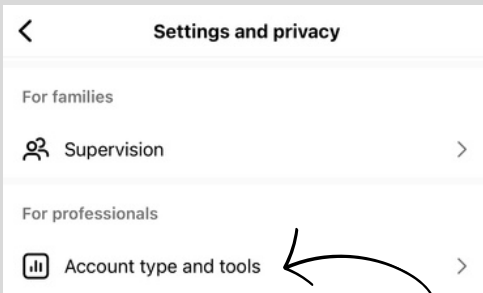
Learn how to train the algorithm to show your faceless content to the right people aka your ideal followers and clients

05 _____ SALES AUTOMATION

Let's automate your sales process so that you can work less and scale your business while increasing your engagement

START *Here*

CREATE A BUSINESS ACCOUNT ON INSTAGRAM



- Go to your profile and click on the 3 lines at the top right corner
- Under Settings and Privacy choose Account type and tools
- Click on Switch to professional account and choose Business
- Choose your category that best describes your business

You can also switch to business account on your profile when you click on “Edit Profile” and click on “Switch to professional account”

With the business account you will get access to analytics and insights and it will be easier for you to analyze your content monthly to see which post/reel has performed the best so you can create more content like that for reaching more of your ideal clients





01

BIO OPTIMIZATION

It's important that your bio matches your content aka add a niche statement about the topic you're posting about and make sure it's clear to your audience what is your niche and who exactly you help.

BIO STRUCTURE:

- **name:** use keywords that your ideal client might be searching for, for example "weight loss", "social media" etc
- **results/transformation:** share your biggest result/transformation related to your niche and offer
- **niche statement:** be specific aka who you help and how you help
- **call to action:** short call to action pointing down to the link



10 posts 1 follower 0 following

Digital Products & Passive Income Faceless

🚀 Quit my 9-5 🏠 7-figure biz

👩‍💻 Helping you create & sell digital products without showing your face

📖 FREE PLAYBOOK ↓

🔗 www.instagram.com

Professional dashboard

Tools and resources just for businesses.

Remember to update your bio once your business scales and grows! Bio is the first impression of your brand so you want to make sure it's catchy and aligns with your brand - experiment to see what works the best

PROFILE PHOTO AND STORY HIGHLIGHTS

PROFILE PHOTO

- for the profile photo you can upload a faceless photo of you OR
- a logo (search for logo designs in Canva)

STORY HIGHLIGHT COVERS

- Highlights are a great way to introduce your story, your brand and your offers to your audience
- highlights are basically stories that you can save that are visible to your audience longer than stories that expire in 24 hours
- you can search for “story highlight covers” on Canva



YOUR STORY & TRANSFORMATION



CLIENTS' TESTIMONIALS

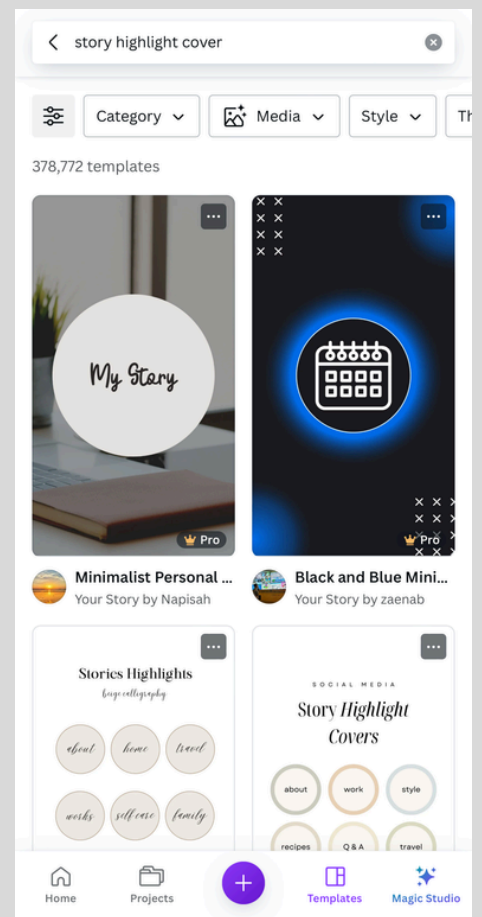
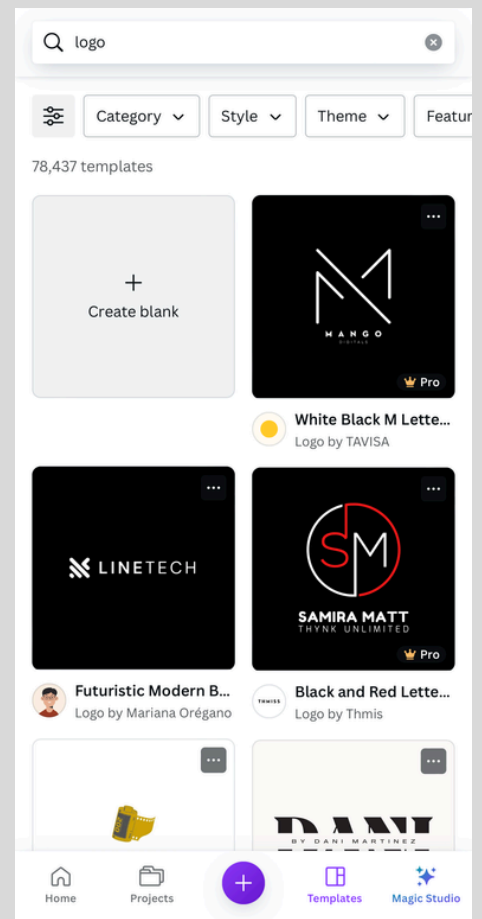


Q&A



YOUR OFFER INFO

The goal of highlights is to give a brief summary of your story, brand and offer



CHAPTER 02

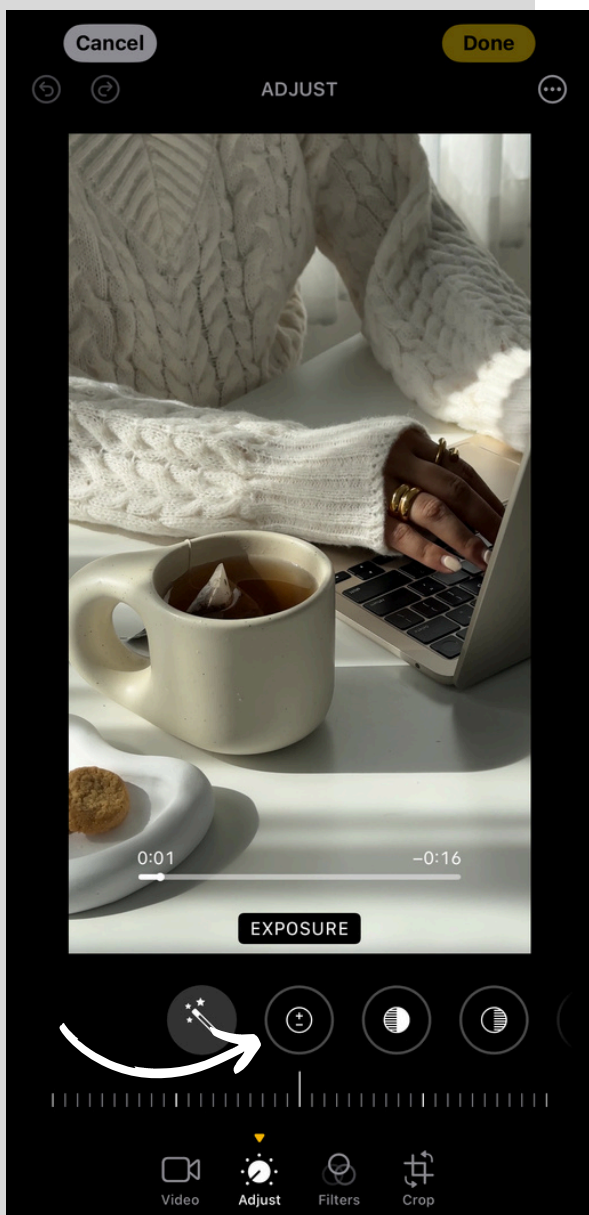
AESTHETIC FACELESS VIDEO CONTENT

There are several websites where you can find aesthetically pleasing video clips to use for your video content, for example reels.

Use keywords in your niche to find video clips and save them to your camera roll on your phone in a separate folder so you can reuse those same clips or combine them for your content, to save you time. For example use keywords like “workout”, “healthy meal”, “nutrition”, “social media”, “coffee”, “desktop”, “minimalistic” etc

Make sure to save short clips that are:

- in 9:16 ratio if you're posting on Instagram or TikTok
- high resolution aka at least 1080
- you can bring up or down the exposure on your camera roll to make videos bit lighter or darker



WHERE TO FIND FACELESS VIDEO CLIPS

I recommend uploading 4-10 sec long video clips as shorter reels for example perform better than others, because of the short attention span on social media and they usually get more views.

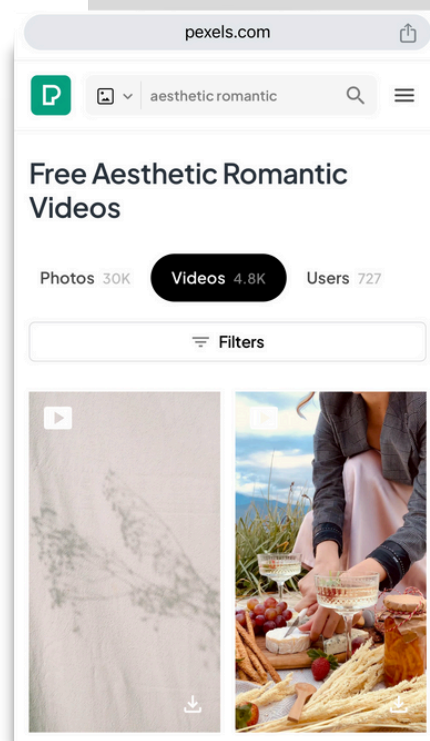
You can either film your own clips for example filming yourself from the shoulders down when walking, filming holding a coffee cup when walking, filming lighting up a candle, opening your laptop, scrolling on your phone (from shoulders down) OR use any of these website to download royalty free video clips

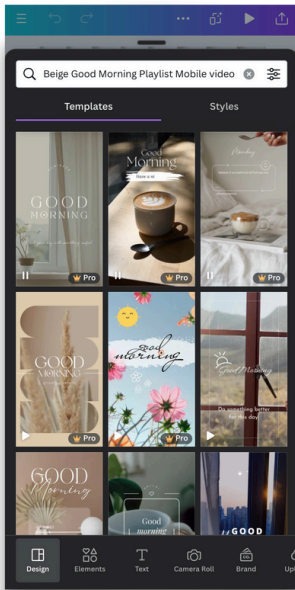
PEXELS:

Go to Pexels.com and search videos with keywords depending on your niche

For example “Aesthetic Romantic” and scroll through the videos to see which ones you like and then save them into a separate folder on your phone. You can use it together with a trending sound for example on Instagram.

Make sure that all of your videos are within the same brand & aesthetic.





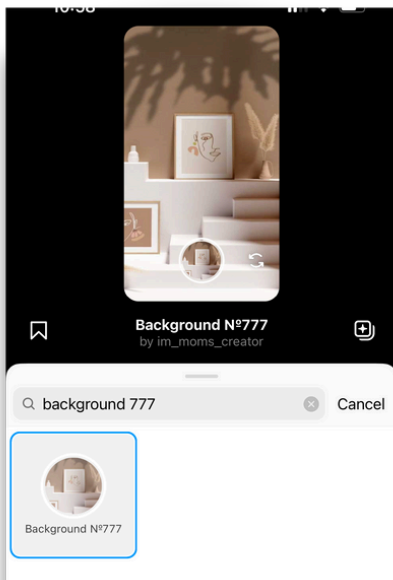
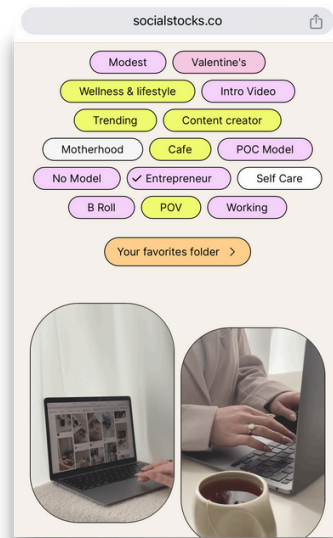
CANVA:

You can also get video content from Canva. Download a free Canva app onto your phone and search for “instagram reel”, choose a blank design and go to Design OR videos and search with your keywords

SOCIALSTOCKS.COM:

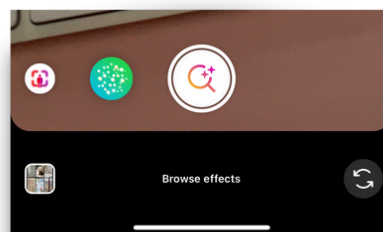
Socialstocks.com has amazing aesthetic videos that I use in my content all the time. They are really good quality and totally worth it.

If you're interested, you can sign up via my affiliate link by clicking on the below



INSTAGRAM EFFECTS

You can also go to Instagram effects (go to the reel or a story tab and click on a sparkle looking icon aka effects and search for different backgrounds, for example “Background 777”, you can use any numbers, record a 4-10 sec video and save to your camera roll



List CANVA STOCK VIDEOS

Go to Canva and search with the following:

- Beige Good Morning Playlist Mobile Video
- Brown White Minimalist Elegant Coffee Time Mobil Video
- Elegant Travel Tips Instagram Reel
- Minimalist Elegant Bege and White Interior Design Mobile Video
- Pink White Classic Food Enjoy Instagram Reel
- Minimalist Aesthetic Quiz Instagram Reels Mobile Video with Sound Effect
- Colored Coffee Testimonies Mobile Video
- Brown Simple Party Enjoy Instagram Reel
- Black White Minimalist New collection Mobile Video
- Tea Mobile Video
- Maroon Warm Autumn Menu Instagram Reels
- White and Brown Neutral Restaurant Mobile Video Promo
- Minimalist Ad Story Instagram, pretty drink in beige and pink colors
- Motivational Travel Instagram Reels Video
- White Expressive Type Food Brand Instagram Reel
- Good Morning Mobile Video Mindfulness Instagram Reels
- Simple Motivational Quote Animated Tiktok Video
- Black & Green Aesthetic Cocktail Recipe Instagram Reel
- Green Peaceful Nature Ocean Rotate Your Phone Instagram Reels Video
- Elegant Social Media Marketing Instagram Reel
- Brown Simple Social Media Strategy List Instagram Reels
- Brown Sea Sunset Reminder Motivational Quote Mobile Video
- Orange Modern International Yoga Day Mobile Video
- Brown Minimalist International Yoga Day Mobile Video
- Sunrise Peace Comes from Within Yoga Day Instagram Reel
- White Minimalist Healthy Food TikTok Video
- Orange Nature Have a Nice Day Mobile Video

List CANVA STOCK VIDEOS

Go to Canva and search with the following:

- Minimal My Happy Place Travel Instagram Reel
- End-of-Life Tribute Mobile Video in Yellow Orange Elegant Informational Style
- Beige White Aesthetic Minimalist Morning Quote Mobile Video
- Black Modern Phone Screen Weekend Instagram Reel
- Grey New Laptop Product Quality Mobile Video
- Yellow & Lavanda Modern Animated Good Morning Tea Video Instagram Reel
- Orange Minimalist Tea Mobile Video
- Gold & Brown Fashion Product Accessories Haul Instagram Reel
- Green Book and Coffee Motivation Instagram Reel Video
- White Brown Aesthetic Simple Typography Cafe Vlog Instagram Reels
- Neutral Coffee Brewing Soon Mobile Video
- Brown Simple Coffee Shop Promotion Reels Mobile Video
- Coffee with White Text Instagram Reel
- Morning Coffee Routine Mobile Video
- Brown and Beige Classy Neutrals Good Morning Coffee Instagram Reel
- White Memorable Morning Coffee Video
- Brown Coffee Break Reminder Mobile Video
- Black Gold Elegant Coffee Shop Behind The Scene Mobile Video
- Modern Minimalist Freelancer Instagram Reel
- Beige Minimalist Top 5 Books Quote Instagram Reel
- Minimalist Lifestyle Vlog Instagram Reel
- White Grey Simple Animated Work From Home Mobile Video
- White and Beige Aesthetic How to Journal Instagram Reels
- Modern Minimalist Teaser Instagram Reel

03

STRATEGY

THAT *Converts*

Because the attention span on social media is so short you want to make sure you create short video content to stop the scroll using a proper structure and messaging while sharing your own unique story and transformation, because remember that no one else is you and that's your power - this is the only way to stand out

The most important thing, especially when just starting out is to add value aka don't be afraid to share your tips & strategies for free (this will NOT stop your audience from buying from you!). **Take them on the journey with you** and don't try to sell in every piece of content!



1. STRUCTURE

You want to make sure that for example your reel ALWAYS has a catchy hook aka a title using keywords that your ideal follower and client can recognize and that it grabs their attention and they click to read your caption and to go to your profile to follow you for more.



Hook has to appear in the first 3-5 seconds of the reel/video clip - **make it eye catching!**

I recommend using the below structure:

1. hook (first 3-5 sec)
2. value/building curiosity (2-5 sec)
3. call to action (last 2-3 sec)

Like in this example where I have the hook at the top using keywords that will attract my ideal clients aka people who want to learn how to create “digital products”, then I share the value aka “10 digital products to create” and the call to action is to increase engagement aka to comment.

2. CONTENT PILLARS

For the strategy and content pillars I use the following: story telling aka my own results and transformation, educational aka tips and inspirational

1. **EDUCATIONAL:** this is the most important pillar for growing your audience fast aka share practical tips to grow your audience full of ideal followers and clients aka share snippets of what you offer or how to do X (double down on this if you’ve just started your account), this is the best one for more views and growth
2. **STORY TELLING:** share your own unique and raw story aka how you went from point A (when you were struggling with X) and how you achieved specific results that your ideal client wants (this is great for more sales)
3. **INSPIRATIONAL:** get your potential ideal clients off the fence and inspire and motivate them by answering the commonly asked questions, handling their limiting beliefs and objections (this is the best for more sales)

Examples:



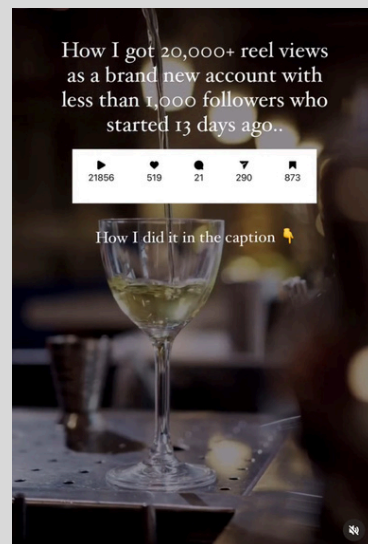
EDUCATIONAL:

Make people to read the caption aka spend more time on your reel so that you can get more views.

This is a curiosity building reel where in the first 4 sec I have a catchy hook using keywords and then as the call to action I say “See the caption”

STORY TELLING:

In this reel I share my own concrete results and transformation and as the call to action I say “How I did it in the caption” building curiosity



INSPIRATIONAL:

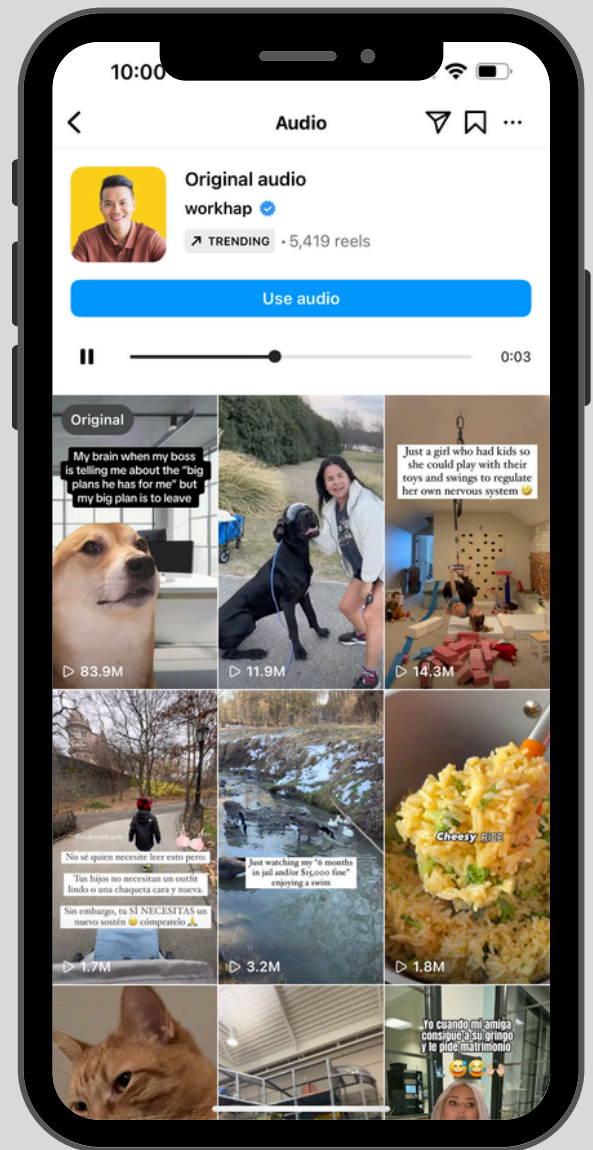
In this reel I am sharing my “why” aka why I wanted to create a faceless account using the keywords that will resonate with my ideal followers and clients and make them relate and follow for more

TRY TO USE EARLY SOUND TRENDS WITH UNDER 10,000 REELS IN THEM

Use the reel explore tab (next to your profile at the bottom) to find trending reels in your topic and trending reel sounds.

Pay attention to the reels that are going viral and get a lot of engagement in your niche - save those viral reels in your niche and train the algorithm by showing your interests (aka only watching and saving content in your own niche from creators that are in the same or similar niche to yours)

You can find trending sounds when you click on the Reel explore page (next to your profile at the bottom) and scrolling through reels - look out for a small arrow next to the sound, the arrow indicates that the reel is trending. Click on the sound and then use the sound or save for later.



MAXIMIZE SUCCESS WITH TRENDING SOUNDS

4 COMPONENTS OF A SUCCESSFUL REEL

HOOK/TITLE

Hooks aka the first 3-5 seconds the reel aka reel titles are the most important part, this is what will grab your ideal client's attention so make sure it stops the scroll. Make sure that your hook intrigues and builds curiosity so that your viewers keep on watching until the end.

CAPTION

Make sure that the first sentence of your caption builds curiosity and catches your audience's attention. Experiment with shorter and longer captions, provide value, share your story and transformation.

CTA = call to action

A call to action is to be added into every reel, this the next step for your audience after watching your reel, and it can be anything from downloading your freebie, to asking your audience to follow and save your reel or to comment with a keyword so that you can DM them your offer link etc.

HASHAGS

Use 3-5 (up to 30 hashtags) on your reels to increase visibility and engagement. Use keywords in your niche and topic and try ChatGPT for hashtags specifically for your niche



TRY A LONGER CAPTION

CAPTION STRUCTURE:

1. Hook aka the title to make people click to read more
2. Asking people to SAVE - this is important to increase saves aka get more views
3. Call to action (using Manychat app, that will increase your engagement - more in the last chapter of this playbook), promoting the offer
4. Tips
5. Results/transformation
6. Call to action
7. Hashtags (up to 30), you can use hashtags from other creators in your niche/topic or by searching on ChatGPT

Make sure your caption has spaces in between sentences/paragraphs for easier consumption and they are packed with value using keywords. To save time I sometimes copy and paste old reel captions to my new reels.

Comment "VIRAL" for my video training series how I make \$30k+ a month on autopilot in my business using Instagram reels

1. Leading to the reel that got over 20,000 reel views (aka considered viral for a new account, that I started only 13 days ago), I posted only within one specific niche & topic

this is super important for the algorithm to be able to categorize you and show your content to the right people

2. I also posted at least 1 reel a day because at the beginning when you start a new account you want to stay consistent and grow your audience faster

3. I shared reels with catchy hooks that I put inside the first 3 seconds of my reels to catch my ideal client's attention, hooks are super important to stop the scroll

4. I shared practical value packed reels because at the beginning you need to grow your audience vs sell, so you need to first grow that targeted audience with value based content

5. At the end of the reel and in the caption I asked to follow, this boosts your reel in the algorithm! More people follow you from a specific reel, more algorithm will push it!

if you want to learn how I've grown my other account to over 100,000 followers and generated over \$500k in my business using reels..

Comment "VIRAL" for my video training series how I make \$30k+ a month on autopilot in my business using Instagram reels

#instagramtips #reeltips #reelsforbusiness
#smallbusinessreels #socialmediamarketingtips



04

HOW TO

TRAIN THE

Algorithm

The best way to train the algorithm is to use keywords that are related to your niche and topic in your video content, for example reel hooks, in your caption and in your hashtags, but there is also other things you can do to train the algorithm to show your content to the right people

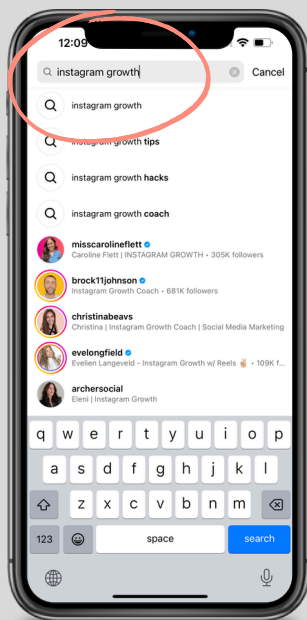
HOW TO TRAIN THE ALGORITHM

01

SEARCH FOR BIGGER ACCOUNTS AND VIRAL REELS/VIDEO CONTENT IN YOUR TOPIC

More you consume content from people in your niche/topic, more algorithm will suggest your account to their followers aka your ideal followers and clients.

Use the search tab for example on Instagram by typing in the keywords and check out their viral reels, save and study them and recreate with your own twist (Don't copy!), and hop on those viral reel trends

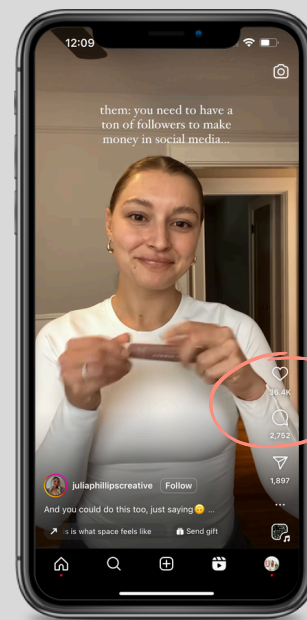


02

USE THE REEL TAB TO SEARCH & SAVE VIRAL REEL TRENDS IN YOUR NICHE/TOPIC

I don't usually engage with anyone but what I do every week is for 15 min I scroll the reel tab and see which reels have the most likes & views, then I save them to recreate them and I utilize the reel trends that are going viral

More you do this more the algorithm will learn about your interests and start showing your content to those people who are already consuming content in your topic and niche



HOW TO TRAIN THE ALGORITHM

03

TRAIN THE ALGORITHM FOR 1-2 MONTHS TO START SEEING TRACTION

It usually takes about 1-2 months of consistency aka sharing video content in one specific topic to learn which reels have performed the best and to analyze your insights, so have patience (you can revive your old account by retraining the algorithm)

I recommend posting at least 1 time a day at the beginning, doubling down on the educational content and changing your account to business or creator so you can analyze which reels have gotten and most views

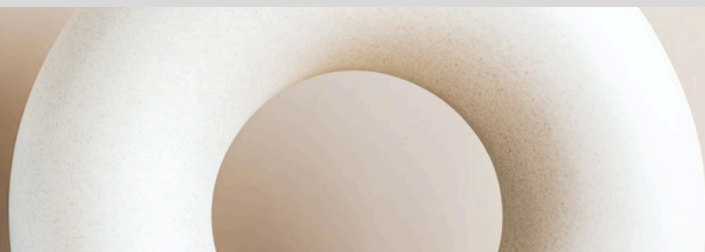
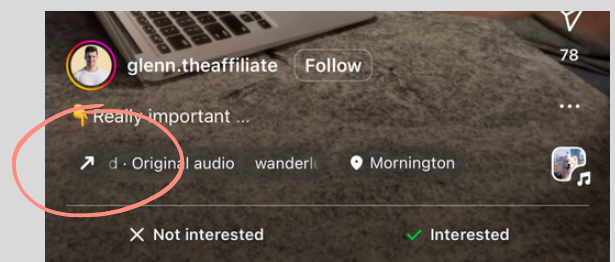
You can recreate old reels by adding a trending sound. When you go to the reel tab and see a little arrow next to the sound it means it's trending

04

RINSE AND REPEAT

Once some of your reels start getting traction, analyze them aka the hook, the structure and the length and recreate them. If they performed better than other ones it's more likely that they will perform well again, but wait for at least 2 weeks to 1 month before recreating them

And it's pretty much repetition to grow faster aka you learn what works for your audience. So what I do is I hop on the viral reel trends and I analyze my insights and recreate old viral reels

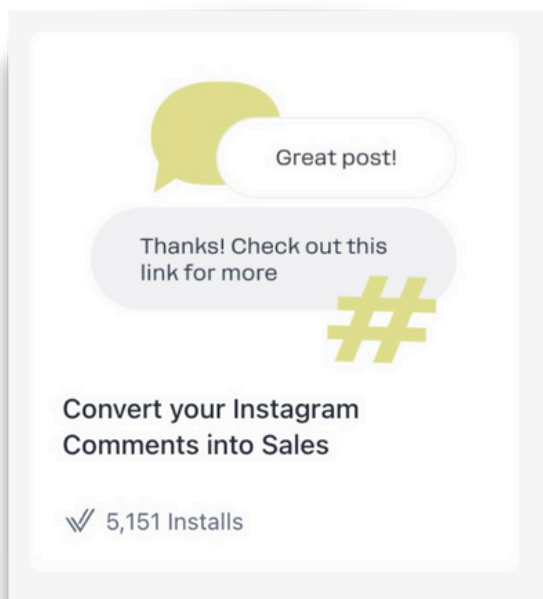


05

Sales

AUTOMATION

MANYCHAT TEMPLATE TO USE



To create an account in ManyChat you can use my affiliate link by clicking on the below

[CLICK HERE](#)

For automating my sales from Instagram reels I use a website called ManyChat. Basically ManyChat is an automatic responder that allows you to DM your followers a link to your offer without extra work, commenting or manually replying in DMs which saves a ton of time

1. Create a Facebook page
2. Connect your business Instagram to your Facebook page
3. Create an account in ManyChat
4. Connect your Instagram
5. Choose a template for Comments/DM sales
6. Add a trigger word in your reels and captions as a call to action

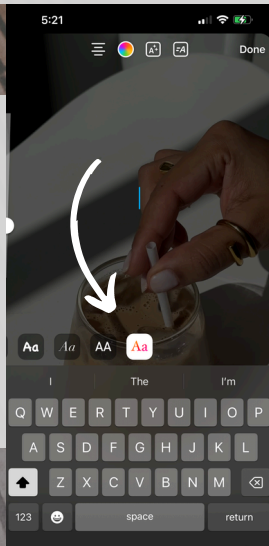
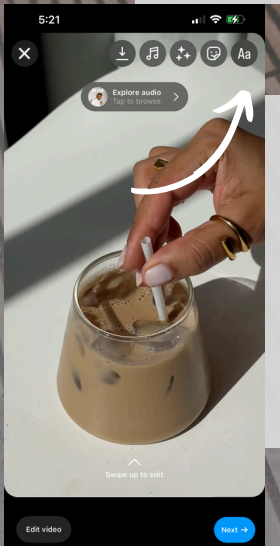
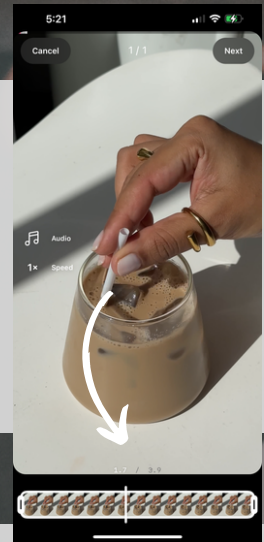
Now anytime someone will comment with a keyword, that will boost your engagement and views, ManyChat will automatically reply and send them a DM with your offer link

How To Create A Faceless Reel

01

UPLOAD A FACELESS VIDEO

Click on the plus + and choose Reel, upload a faceless video clip and trim it to the length your want by dragging on the white bar



ALWAYS ADD TEXT

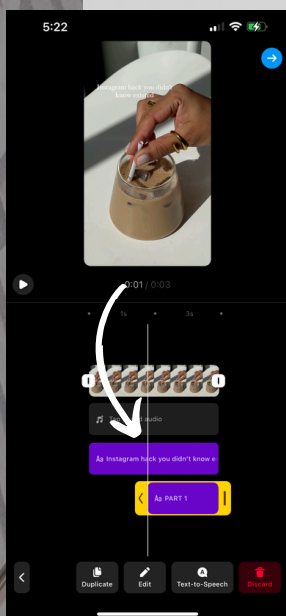
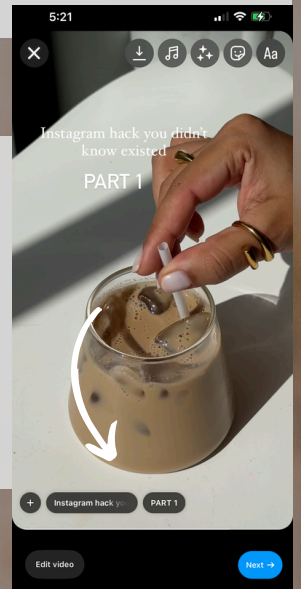
I recommend picking 1-3 fonts & always using the same fonts in your reels

02

03

CLICK ON THE TEXT BUBBLES

If you have several text bubbles you can time them by clicking on each



TIME THE TEXT BUBBLES IF NEEDED

You can click on the text bubbles at the bottom (if you have more than one) & time them by dragging yellow bars if you want them to appear at different times according to the beats in the sound

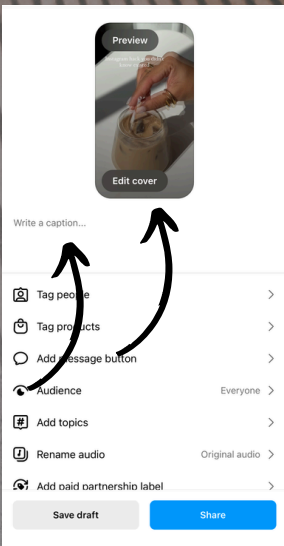
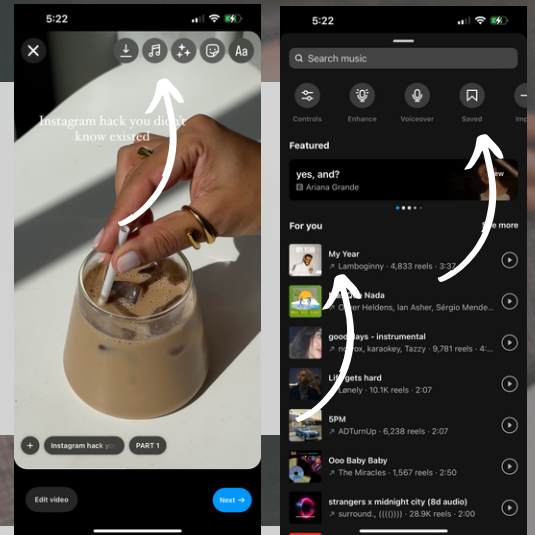
04

How To Create A Faceless Reel

05

ADD A TRENDING SOUND

Click on the music at the top & add a trending sound either from Saved or recommended (look for the tiny arrow next to the sound)



ADD CAPTION & COVER (OPTIONAL)

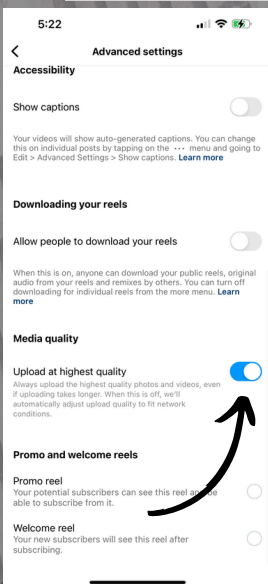
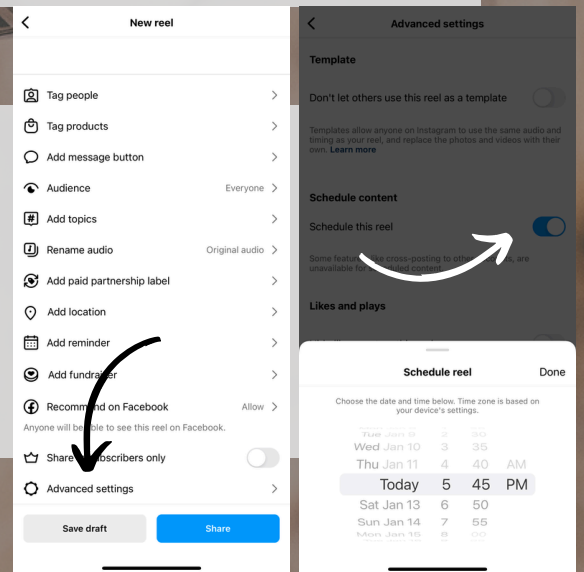
Add caption & hashtags (not in the comments) and choose cover photo or frame if needed

06

07

ADVANCED SETTINGS

In Advanced Settings you can schedule your reels to be posted automatically at a chosen time



UPLOAD AS HIGH QUALITY

Make sure to turn this setting on to share your reels as high quality as possible. Algorithm doesn't push blurry reels.

08

And then just click Publish when ready!

Checklist

- UPLOAD VIDEO CLIPS IN ADVANCE AND SAVE IN A SEPARATE FOLDER ON YOUR PHONE AND REUSE

- RESEARCH OTHER VIRAL REEL TRENDS IN YOUR TOPIC AND SAVE ON INSTAGRAM TO RECREATE

- POST EDUCATIONAL, INSPIRATIONAL AND STORY TELLING CONTENT AND DOUBLE DOWN ON EDUCATIONAL

- POST CONSISTENTLY, AT LEAST 1 TIME A DAY FOR 1-2 MONTHS TO TRAIN (OR RETRAIN) THE ALGORITHM

- ALWAYS ADD TEXT ON YOUR REELS WITH CATCHY HOOKS AND KEYWORDS

- ALWAYS ASK TO SAVE, FOLLOW OR COMMENT WITH A KEYWORD

- ANALYZE AND REPOST

HELPFUL *Resources*

TOOLS

- Phone
- Tripod (optional)
- Ring light (optional)

APPS

- CapCut for editing videos (optional)
- Meta Business for Instagram & Facebook for automating reels

WEBSITES

- Canva for stock videos
- Pexels for stock videos
- Instagram effects for stock videos
- **[Socialstocks.com](https://www.socialstocks.com) for stock videos I use**

SALES AUTOMATION

- **[ManyChat](https://www.manychat.com)**





Thank you!

As the last note make sure you stand out with your own brand (colors, fonts, videos, messaging) and let your personality shine, don't be afraid of being unapologetically yourself - that's the best way how you can stand out without showing your face