

# THE FUNDAMENTALS OF MARKETING MONEY.

*the complete guide*

This guide will show you step-by-step how to create your first online income from scratch using digital marketing and digital products.

**WITH DIGITAL MARKETING...**

**MARKETINGKEYS.CO  
MARKETINGKEYS.CO  
MARKETINGKEYS.CO**

# EARN a salary online.

## SUMMARY

*What is PLR ?*

*How to get started ?*

*Success on Insta*

*Digital Marketing*

*Faceless Content*

*30 Descriptions / Hooks*

*30 Réels Ideas / Stories*

*Réels Cover*

*The Right Mindset*

*final note*

A COMPREHENSIVE EBOOK (EBOOK) THAT GUIDES YOU STEP-BY-STEP THROUGH THE PROCESS OF CREATING AND GROWING A PROFITABLE INSTAGRAM ACCOUNT WITHOUT SHOWING YOUR FACE AND WITHOUT WORKING MORE THAN 6 HOURS A DAY.

SELL

TODAY

PLR stands for Private Label Rights. It's a type of license that allows ordinary people or businesses to legally purchase, modify, or rebrand a product created by someone else and sell it as their own. This can include various types of digital products such as e-books, courses, training, software, templates, etc. You can add this label on your product as an advantage for your customers.

**PLR  
PLR  
PLR**

**YOU AND THEY KEEP 100% NET.**

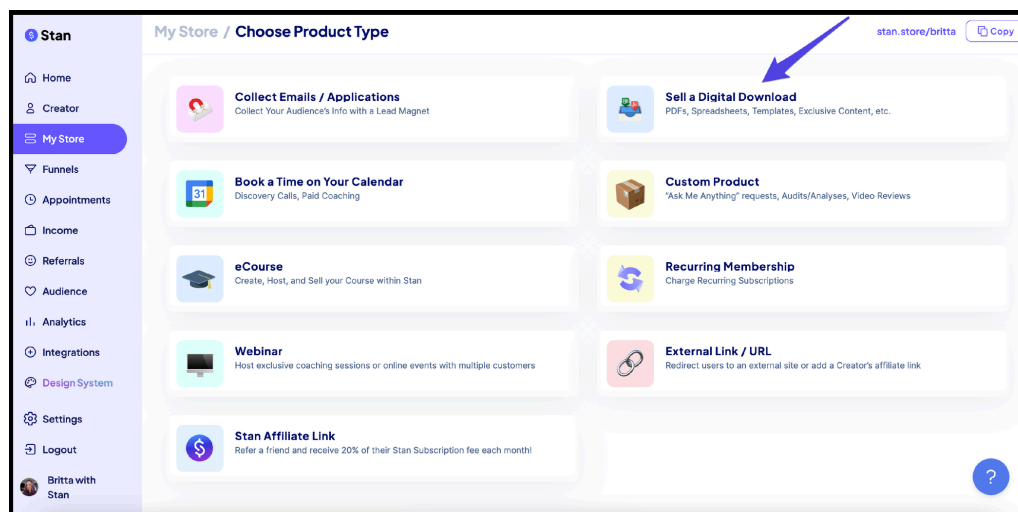
# SELL YOUR PRODUCT USING STANSTORE

## DIGITAL Product

**Create a digital product on Canva:** an ebook in which you share a particular skill you possess, such as cooking, sports, or whatever.

**Save** it as a PDF on your computer.

- Go to the Stan Store (click here for a 14-day trial)
- Click on 'My Store' (left)
- Click on 'Add Product' (bottom)
- Choose the 'Sell a Digital Download' option (as shown in the screenshot below)



Stan store is a good platform to start with BUT you must have savings to pay for the subscription because, let's be honest, as a beginner you probably won't see results under 14 days :) but maybe after fews months if we are realistic. However don't give up, persevere this activity until it becomes profitable! There are free platforms, but they are kinda more difficult to use. Check out the different offers and choose the one that suits you best before subscribing. (Gumroad, Linktree, Beacons, SystemIO... Choose the one you want - the idea is just to have a link later to sell this product)

# SELL YOUR PRODUCT USING STANSTORE

## DIGITAL Product

You will add a "title" that will display as "product name."

The description section of your Stan Store is where you can provide detailed information about your product. This is an opportunity to highlight the **benefits and advantages of your offering to potential customers.**

Here are some key elements to include in your description section:

1. **Product Title:** Start by clearly stating the title of your digital product or service. Be concise and catchy.
2. **Product Overview:** Give a brief overview of what your product or service is. Explain its purpose, the problem it solves, or the **benefits it offers your customers.** (No one pays for the product, but for the change it will bring to their life.)
3. **Key Features:** Highlight the main features or components of your product. This can include specific modules, chapters, or sections, or any unique aspects that make your offering stand out.
4. **Target Audience:** Clearly define **who your product or service is intended for.** Describe the specific audience or niche that will benefit most.

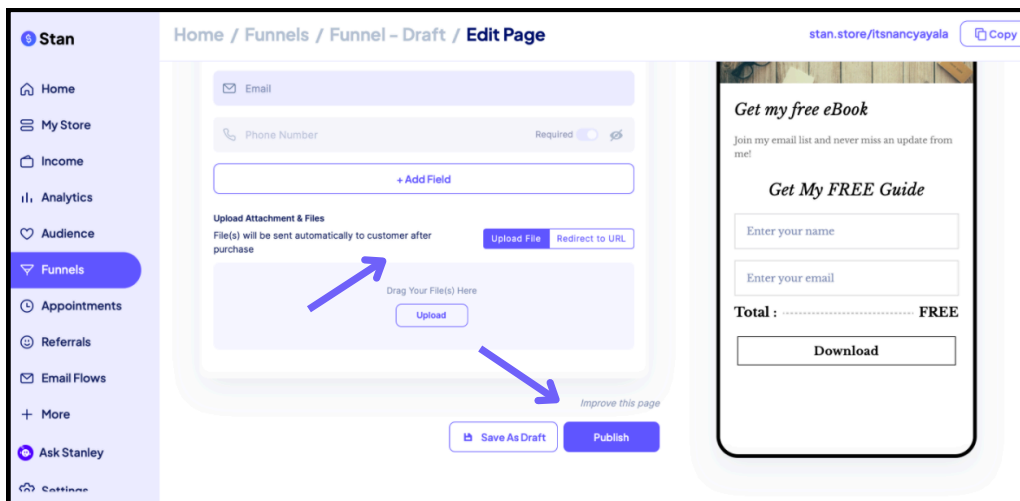
Remember to **write a clear, concise, and compelling description.** Use persuasive language and focus on the benefits and value your product or service offers. By providing a compelling description, you can attract potential customers and increase your chances of making sales on your Stan Store.



# SELL YOUR PRODUCT USING STANSTORE

*PUBLISHED*  
Product

Go ahead and upload your PDF containing the product you just downloaded to your computer.



**Your product should now appear on your Stanstore!**

**You're ready to receive sales. Once purchased, your customer will receive the PDF you made ;)**

**MAKE SURE YOUR PRICE IS FAIR ENOUGH FOR YOU AND YOUR CUSTOMERS!**

**INSTAGRAM**  
**INSTAGRAM**  
**INSTAGRAM**

# CREATE AN ACCOUNT ON INSTAGRAM SUCCESSFULLY

## *INSTAGRAM* account type

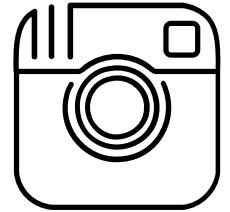
Create a Creator Account on Instagram

- Go to your profile and tap in the top right corner.
- Tap Settings & Privacy.
- Select Account.
  - If you're migrating from a personal account, choose Switch to Business Account and tap Creator.
  - If you're migrating from a business profile, choose Switch to Creator Account.
- Select your category. You can choose a category that best describes what you do.
- If you'd like, connect to your Facebook Page.
  - If you have a Facebook Page you'd like to link to your account, select it from the list that appears.
  - If you don't want to link a Facebook Page, select Skip.
- Review your contact information. Note: At least one form of contact information is required. You'll have the option to show or hide this on your profile.
- Choose your profile display options. You can choose to hide or display your category and contact information on your profile (I recommend hiding them to maximize the space in your bio).

Once your creator account is set up, you'll have access to the **professional dashboard to view your information** and verify your eligibility to use Instagram's monetization tools.

# CREATE AN ACCOUNT ON INSTAGRAM SUCCESSFULLY

*INSTAGRAM*  
bio



**Name** : Use keywords related to your niche.

**(DON'T CHANGE IT AFTER OR YOUR ACCOUNT CAN BE FLAGED AND SIMPLY YOU CAN BE RESTRICTED LATER ! I made this mistake and it's a real kill conversion)**

**First line** : What problem do you solve?

**Second line** : Your goal or achievements.

**Third line** : Include relevant keywords in your bio for search engine optimization. Think about words or phrases your target audience might use when searching for content or accounts like yours.

**Fourth line** : Call to action: Include a clear call to action in your bio to encourage visitors to take a specific action, such as visiting your website or claiming your gift.

**Link in bio** : Add your Stan Store LINK!

**Update regularly** : Your bio isn't set in stone. As your brand or business evolves, be sure to update your bio accordingly. This might include adding new content, changing your call to action, or updating your keywords.

Remember that your bio is often **the first impression people have of you on Instagram**, so make it compelling, informative, and engaging. Experiment with different approaches and monitor the impact on your reach and engagement to find what works best for you. For me i wanted to create an unique brand which attract customers instead that needed to put CTA in my bio, it's my marketing choice so do yours too.

# CREATE AN ACCOUNT ON INSTAGRAM SUCCESSFULLY

## INSTAGRAM profil

**Profile Picture :** When choosing an Instagram profile picture, it's important to consider the following :

**1. Clarity and Visibility :** Choose a profile picture that's clear, well-lit, and easily recognizable, even at a small size. Avoid using blurry or pixelated images.

**2. Branding :** Consider using a profile picture that complements your Instagram Highlights. This will help your page remain cohesive and consistent.

Remember, your Instagram profile picture is one of the first things people see when they discover your account, so make sure it effectively **represents you or your brand and leaves a lasting impression.**

Where can I create a logo and Highlight Covers? I use Canva!

Type "Logo" into the search bar for logos.

Type "Instagram Highlight Covers" for Highlight Covers.



CONFIGURATION OF THE

# HIGHLIGHTS

## WHAT IS THE MRR?

*You can explain what MRR is in this article. Explain the benefits.*

## TESTIMONY

*You can share stories of small and big victories.*

## Q&A

*I recommend sharing a question box on your story often. You can actually ask yourself common questions, then answer them, then share the question and answer it in your story or via Reel.*

## INFO

*You may share information about the product(s) you sell.*



In order to create a featured Instagram story, you must have already shared it to your Instagram story.

# CREATE AN ACCOUNT ON INSTAGRAM SUCCESSFULLY

## INSTAGRAM reels

### Tips:

**Use trending audio** : fewer than 10,000 uses with the first viral video using audio.

Check the upward-pointing arrow when choosing an audio (this means it's trending).

Keep your reel between 4 and 7 seconds long, **it can be longer be still short**. Instagram prioritizes watch time, so if you create a looping video with a long description, your audience will spend more time on your post.

Use a **visual hook to capture your audience's attention from the beginning of your reel**. Just as important as the visual hook, use a keyword on the screen at the opening of the reel to reference the post.

Use 3 to 5 relevant hashtags in the caption.

Finally, **add value!**

**Don't try to sell to your audience on every post.**

**Take them with you in a conversation.**

People connect with stories that evoke emotion.



# CREATE AN ACCOUNT ON INSTAGRAM SUCCESSFULLY

## INSTAGRAM audio

Think of your Reels feed as a Reels Explore page, unique to you and the best place to find trending Reels from content creators you follow and those you don't, based on your behavior (that's how Instagram's algorithm works).

**Pay attention to other clips gaining traction in your niche :** this is a great place to find Instagram Reels trends and ideas and make the most of Instagram Reels templates too.

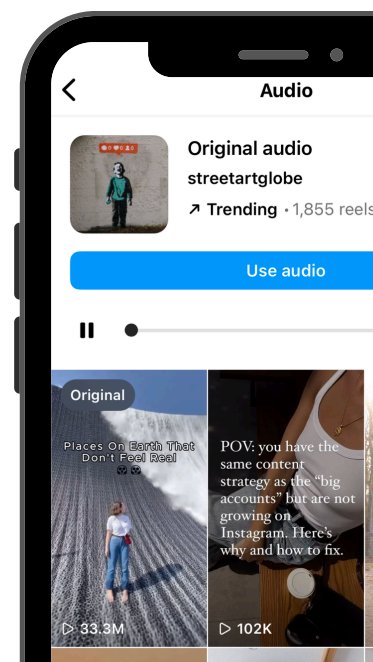
### Here's how to find trending Reels :

In the Instagram app, tap the Reels video icon in the bottom right corner of the screen.

Find a Reel with a sound you like, then tap the artist and title (next to the little music note) in the bottom left corner of the video.

This will take you to the audio page. Here, you'll see how many times the sound has been used, where the Reel sound originally came from, as well as all the other videos it's been featured in and how many views they've received.

If you have a business account on Instagram, click on Business Dashboard and scroll down to see recommendations for trending audios by Instagram based on your profile.





# che**cklist**

## **Catchy Lines**

It's essential to have a catchy line in your first two seconds because it immediately grabs people's attention. It's like the exciting part at the beginning of a story that makes you want to keep watching. With a catchy line, you ensure that viewers are interested and intrigued from the start, increasing the chances that they'll watch the entire episode and remember what they saw.

## **Description**

Captions are similar to hooks and calls to action; they are immensely important, especially the first line, because it's what your audience can initially read. A great, captivating first line in your caption can pique your audience's interest and encourage them to read what you have to say.



# che**cklist**

## **Call to Action**

A CTA provides a clear direction for viewers after watching your reel. This could be to visit your website, follow your social media accounts, sign up for your newsletter, or comment on your post.

## **Hashtags**

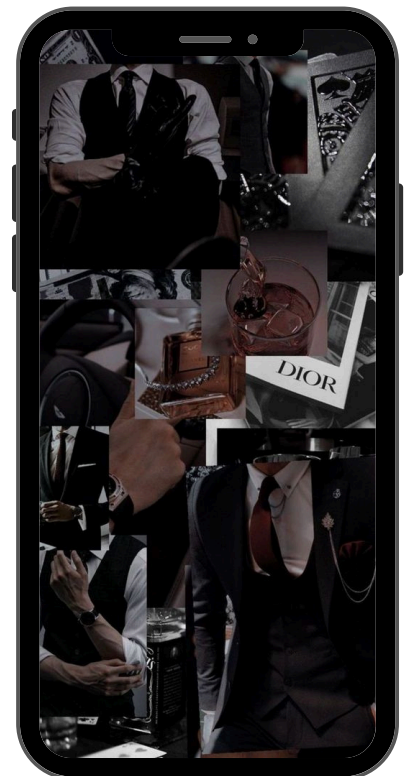
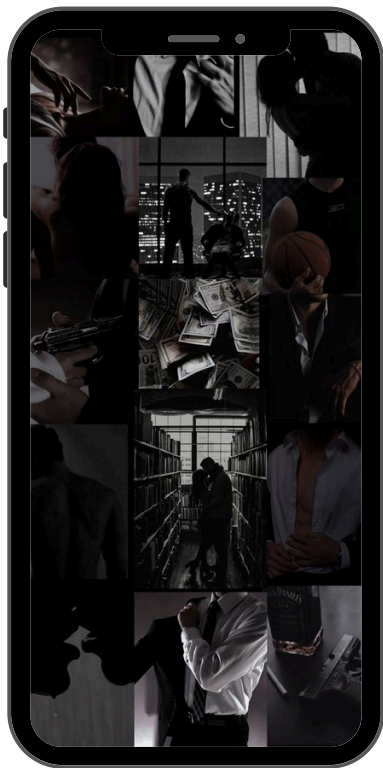
Hashtags on Instagram reels are essential for increasing discoverability. They help your content reach a wider audience by categorizing and making it searchable. Relevant hashtags can connect your content to trending topics or niche communities, increasing the chances of engagement and visibility.

# BRANDING

## *INSTAGRAM* faceless

With a faceless account, it's important to **have consistent branding**. Not just for aesthetics, but it helps you stand out.

**Branding goes beyond colors and fonts. Your mission, what you stand for, and your tone of voice are all part of it.**



*30*  
*réels - hooks*  
*instagram*

30

## REEL 01

**Hook:** "I finally did it!" / finally launched"

**Caption:** Introduce your digital product and explain how it can help others effectively sell their digital products.  
Comment/DM "INFO" to learn more!

## REEL 02

**Hook:** "I opened this Faceless account 5 days ago and..."

**Caption:** Show your audience how quickly they can set up their systems and start their digital marketing journey.  
Everything you need is in my bio!

## REEL 03

**Hook:** "What they don't want you to show"

**Caption:** No one wants you to know that the average salary for a digital marketing specialist is €177,566 per year. That's €14,798 per month, and you don't need any previous experience or a degree.

## REEL 04

**Hook:** "We pay you while you sleep!"

**Caption:** "Tell your audience how digital marketing can make them money while they sleep.  
Comment/PM "Ready" to get started!

## REEL 05

**Hook:** "One product, endless sales!"

**Caption:** Buy once, sell forever! Discover how to create a profitable digital product.  
Comment/Private message "Info" to learn more!

## REEL 06

**Hook:** "Your hobby can earn you a salary!"

**Caption:** "Love what you do? Why not get paid for it! Learn how to turn your hobby into a profitable digital product.  
Send "Passion" in a private message to get started!

## REEL 07

**Hook:** "Grow your income, not your working hours!"

**Caption:** "Time is money, but who says you have to trade one for the other?"  
Comment/PM "INCOMES" to learn more!

**REEL 08**

**Hook:** "Here's why digital products are the future!"

**Caption:** "The future is digital, and your products should be too. Find out why digital products are the future of entrepreneurship. Comment/DM "Learn" Let's discuss!"

**REEL 09**

**Hook:** "Here's what you need to know about the MRR"

**Caption:** I finally understood how people are making thousands of dollars a day with digital marketing. Educate your audience about MRR. Comment/DM "How To"

**REEL 10**

**Hook:** "It can be you too, here's how"

**Caption:** This should be an opportunity to share the results. Explain to your audience how these results can be theirs too. Comment/DM "Ready" to get started!

**REEL 11**

**Hook:** "This is what one decision can do"

**Caption:** You can work 2-3 hours a day from your phone promoting products you didn't even create. (Tell them how) Comment/DM "Ready" to get started!

**REEL 12**

**Hook:** "Your phone can make you money"

**Caption:** You can work 2-3 hours a day as a side hustle and earn thousands of dollars a month. Post a "How To" to learn more!

**REEL 13**

**Hook:** "Calling all shy girls" (specific segment)

**Caption:** You can earn money without showing your face. Here's how (direct them to buy your product first) Comment on a "No Face" PM to get started!

**REEL 14**

**Hook:** "Is that you?"

**Caption:** If you want to earn an income online but don't want to show your face, here's how you can do it (break down a few steps to get started): Comment/DM "Get Started" to get started!

**REEL 15**

**Hook:** "I don't know who needs to hear this but..."

**Caption:** If you didn't want to get into digital marketing because you didn't want to put yourself out there, you don't have to anymore!  
Comment/DM "Ready" let me help you!

**REEL 16**

**Hook:** "I can't believe it."

**Caption:** If you've already made a sale, share your earnings, but you can tell people are making thousands of euros selling products they didn't even create.  
Comment/DM "Comment" for details

**REEL 17**

**Hook:** "Do you want to get started in digital marketing?"

**Caption:** Here are the products you can pick up from me today and start selling immediately! (List what you offer)  
Get everything in the bio!

**REEL 18**

**Hook:** "I am shocked."

**Caption:** My ultimate goal with this business was to generate additional income and... (share why you started and why)  
Privately message "Ready" if you need it!

**REEL 19**

**Hook:** "You keep seeing the results, it can be you"

**Caption:** You're just one decision away from earning passive income.  
Comment/Private message "How To" if you're ready!

**REEL 20**

**Hook:** "Here's your solution"

**Caption:** If you want to earn passive income before the end of the month, you'll want to keep reading. (Tell your audience how they can get started with you.)  
Comment/DM "Get Started" to get started!

**REEL 21**

**Hook:** "Steps to Create a Faceless Account"

**Caption:** Direct your audience to buy this product from you and explain why!  
Comment/Private message "Guide" if you need one!

## REEL 22

**Hook:** "That's why I stopped caring what they would say."

**Caption:** I'm so glad I stopped worrying about what others might think (tell us about why you started this business)  
Comment a "No Face" private message if you're ready to go faceless!

## REEL 23

**Hook:** "Maths"

**Caption:** You can purchase this product for \*\*\*\* and recoup your return on investment in a single sale.

Comment/DM "Comment"

## REEL 24

**Hook:** "What can happen if you start today?"

**Caption:** Let your audience know about the opportunities this activity offers and what it has brought to you and others.  
Comment/send a private message with "Info" to get started!

## REEL 25

**Hook:** "Q&A"

**Caption:** Share some frequently asked questions about this company, then provide answers to them.

Comment/DM "More" if you'd like to learn more!

## REEL 26

**Hook:** "This is what next month could look like for you"

**Caption:** 1 Sale = €  
30 Sales = €

Comment/DM "Sale" if you're ready!

## REEL 27

**Hook:** "You need this"

**Caption:** If you'd like to start earning money with a Faceless account, keep reading... Here's how you can get started (share the steps)  
Comment/DM "Get Started" to get started!

## REEL 28

**Hook:** "The best investment you can make is this one."

**Caption:** Explain what your product teaches and how many people it has helped so far.  
Comment/PM "Guide" if you need one!

## REEL 29

**Hook:** “Here’s what I’ve learned since starting digital marketing”

**Caption:** Discuss the benefits of selling online and how they can buy products already made in-house.  
Comment "Info" if you need it!

## REEL 30

**Hook:** “Save this for later.”

**Caption:** Share with your audience the exact steps you took to start selling digital products online – share all the wins you've had since starting.

# 3 TYPES DE REELS

Here are three types of content you should share as a faceless account :

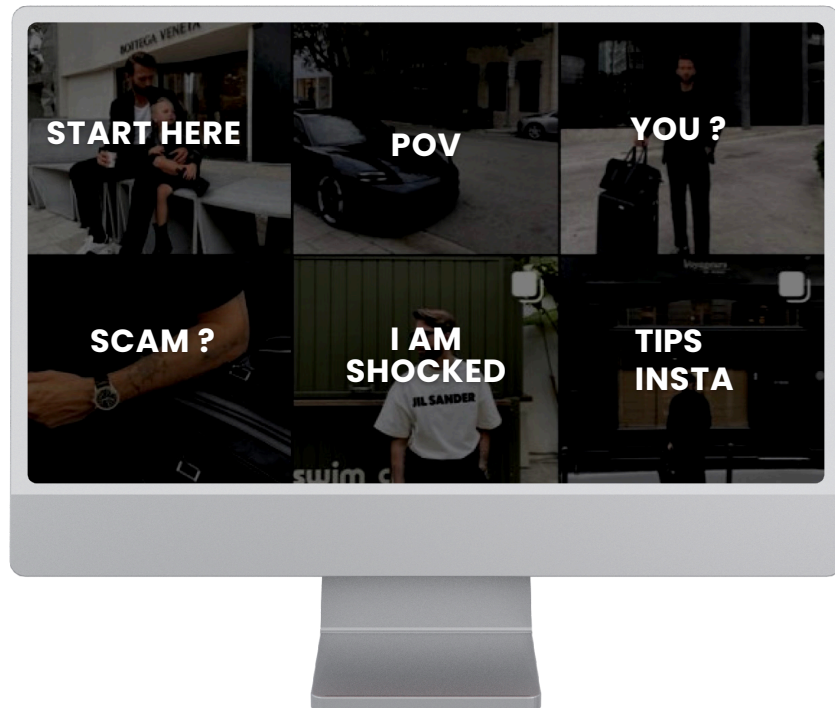
**Educational :** Teach your audience how they can earn an income with a faceless account.

**Results :** Share the results—these can be yours and others', or just others' at the beginning. This is how you share the possibilities this opportunity offers.

**Storytelling :** Get personal! Tell us more about this opportunity and what it brought you. Why did you start? This will attract people who can relate to you and your story. Maybe you're a stay-at-home mom or dad, maybe you just lost your job, etc.

Post these three types of Reels three times a day! Post at a time that works for you. Instagram favors accounts that are consistent. **Post around the same time each time you post.** Example: If 8am, 6pm, and 9pm work for you, feel free to post at those times every time you post.

# COVER REEL TEMPLATE



Not all Reel covers need to look exactly like your Reel content. **You can have a Reel cover that complements the aesthetic of your pages**, but the content inside can be completely different.

Once you click on the template, you'll notice several text styles. Choose the one you like, then delete the others. To maintain consistency, simply change the photo and edit the text for each Reel.

# AVOID THESE MISTAKES

## INSTAGRAM mistakes

### 3 Mistakes That Could Harm Your Instagram Page :

#### Not Using Your Story Highlights -

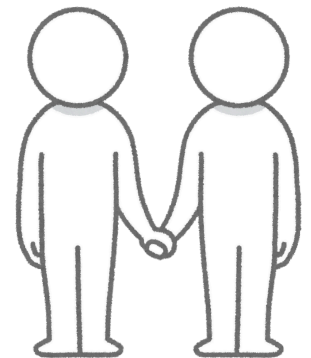
Your Story Highlights are where people hang out at all hours, even when you're sleeping. If you haven't posted to your Story or if your Story has expired, what else can they look to for information besides your posts?

#### Not Understanding That Not Everyone Receives Information the Same Way -

You can create multiple pieces of content explaining the exact same thing, but share them differently.

Example: "3 Mistakes, Read the Caption" OR "3 Mistakes," then list your 3 mistakes in the video itself.

Play around with this and see what works best for you.



#### Underesting Stories -

A small follower count doesn't mean people won't watch your Instagram Story. Remember, not everyone wants to watch a story over and over again or read a long caption. Your story is where you can split your caption into several mini videos. It's also more personal.

# AVOID THESE MISTAKES

## *THE BEST* mindset

Hers's a special note about mindset because it's 80% of your success as an entrepreneur and in your life anyway. **If you bought this thinking you will earn money in one week by doing the bare minimum as a beginner, then let me tell you that you're already lost.** You can keep thinking that, but i'll just tell you've already wasted your money if that's the case.

**Wake up.**

**Nothing is easy in business or in life in general.** I tried more than 6 different businesses before being able to make a stable income, and it didn't take me one hour a day, it took at least 6 hours, if not more.

So here we are... First of all, prepare everything, and once it's ready, start. **Don't wait.** Every minute you stop, your future self is walking one step away from you. **It doesn't need to be perfect. Take action always.** You can prepare the best strategy, but if you don't test it, it's useless. Test it and upgrade it until you get the best results.

Learn! If you don't know something, go search for it. **You can't make a cake without a recipe unless you've mastered it.** So learn the recipe of making money with digital marketing by testing and learning until you master it!

Follow the steps in this ebook and always question yourself deeply. And last but not least, **don't give up.** It will be hard, but never giving up is your only weapon. If you're thinking about changing business, it's only after 6 months of testing. Before that, it's normal to struggle. And obviously, if you spend 6 months doing nothing and not learning from your mistakes, you're already lost.

**TEST, LEARN, PRACTICE, WORK, try so hard that it hurts,** and maybe we'll meet as a successful people?

**If you made it this far, you're  
already ahead of 99% of people.  
But reading isn't enough, action  
is the only thing that changes  
your life.**

**If you want me to guide you step  
by step and help you build your  
first real income online, apply  
now on my website.**

***THIS EBOOK CAN'T BE RESELL !  
THANKS RESPECTING THIS.***

**Give us a feedback here:**

**@instagram / marketingkeys.co@gmail.com**