

**Creat**

**Grow**

**Monetize**

A STEP BY STEP IN-DEPTH BLUEPRINT TO LAUNCHING YOUR  
\$10K/MONTH DIGITAL PRODUCT BUSINESS

With Resell Rights

BY @Creatorhercio

“If you want average results,  
then do what the average person  
is doing.

If you want to be extraordinary,  
then you have to be willing to do  
what the average person won't”

# MRR & PLR LICENSE

The seller grants you, the buyer, the right to modify, distribute and sell the finished product as your own.

**You CANNOT sell this guide for less than \$11**

The buyer agrees not to resell the original template. (A copy must be made)

You may not reuse our promotional material, including video, images and text. You must therefore create your own material for your advertising.

The Buyer agrees not to claim ownership of the original product or to use the Seller's trademarks in their modified version.

The Buyer is responsible for ensuring that its customers understand and agree to the terms of the PLR License.

The seller is not liable for any damage caused by the use of the product by the buyer or his customers

This Agreement is binding on both parties and cannot be modified without the written consent of both parties.

# WHAT ARE RESELL RIGHTS?

Starting a digital product business can be daunting, so I decided that I wanted to help people overcome one of the biggest hurdles - creating a **digital product** from scratch.

I wanted to offer people a digital product template that took out the stress of creating one, yet still provided a TON of value!

I wanted to offer them a **digital product** that would always be **profitable** and in **high-demand**.

Let's face it, with most businesses going digital, and the cost of living rising, it's no wonder more and more people are looking for ways to make extra income online!

Gone are the days you need a university degree or special skills to start a business, and with resell rights, you **DEFINITELY** don't need anything out of the ordinary!

This e-book comes with **Private Label Rights** and **Master Resell Rights**. This allows you to modify the e-book and resell it as your own, with resell rights too.

# REBRANDING & RESELLING THIS E- BOOK

When it comes to using digital products with resell rights, there's an essential step that ensures your success: rebranding and renaming your products.

## **WHY IS REBRANDING IMPORTANT?**

Rebranding allows you to make the e-book your own. By changing the branding elements — like the name, logo, and visual identity — you can create a unique product that stands out in the market. This process helps in establishing your distinct identity, ensuring that your customers see your product as something exclusive and different from others available.

## **BUILDING TRUST AND CREDIBILITY:**

When you rebrand the ebook, you're demonstrating your commitment to delivering a unique and tailored product to your audience. It helps in building trust and credibility, allowing your customers to see the product as a part of your brand, enhancing its perceived value.

## **AVOIDING DUPLICATE CONTENT PROBLEMS:**

Rebranding and renaming the e-book also serve to prevent any issues related to duplicate content. By personalizing the content, you're ensuring that your product is original, avoiding any confusion or potential penalties associated with using unaltered content.

## **EMPOWERING YOUR BUSINESS:**

Ultimately, rebranding empowers your business. It offers you the flexibility to customize the e-book to suit your target audience's needs, style, and preferences, giving you a competitive edge in the market.

## **IMPORTANT! PLEASE READ:**

**If you wish to resell your e-book WITH resell rights to your own customers, you MUST adhere to the following terms:**

- **Change the NAME and COVER of the e-book** (this is recommended whether or not you wish to resell this playbook with resell rights to ensure distinction between businesses).
- **Provide your customers with your OWN Canva template link after modification** (you CANNOT provide them mine).

\*Please reach out to me on Instagram (@thefacelessmarketing.mastery) if you have any questions

# WHAT IS FACELESS MARKETING?



**Faceless marketing** refers to creating an online presence and monetizing it without showing your face. Your online presence showcases your **brand**, products, and content without revealing your physical identity.

Faceless marketing places a strong emphasis on branding through words, visuals, and your unique persona.

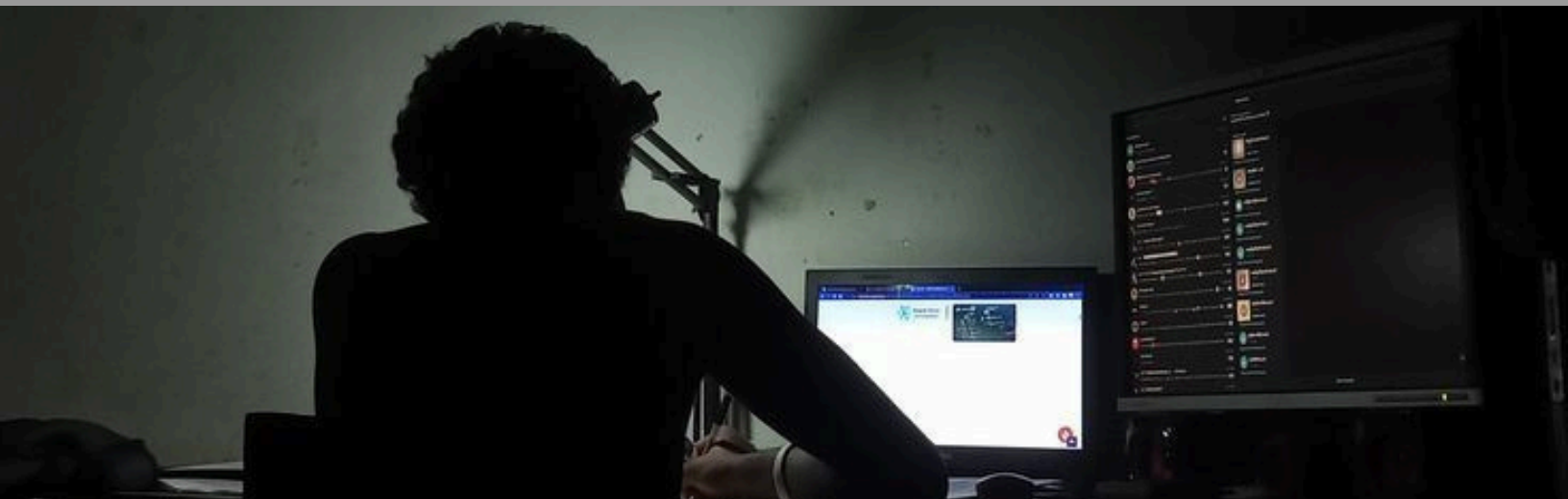
Inside this e-book, we are going to discuss how you can build your own personal faceless brand on **Instagram** and/or **Tiktok**, and create a stream of income with **digital products**.

Are you ready for doing what it takes to be **financially free**?

# WHY GO FACELESS?

There are many perks to marketing your business faceless:

- **More Privacy:** You don't have to worry about being recognized in public or having your identity exposed.
- **Less Pressure:** Without your face showing, you don't have to worry as much about looking perfect all the time. Your main focus is your content and the value you provide to your audience.
- **Time Flexibility:** You can pre-schedule posts and take time off when needed without disrupting your brand's flow.
- **Creativity Freedom:** You're able to fully create and showcase your skills without feeling the pressure of being judged.
- **Keeps The Professionalism:** If you are a professional and don't want to be discovered by co-workers or business partners, this a great way.



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# QUICK ROADMAP ON HOW IT ALL WORKS

ONE

## PICK YOUR NICHE + AUDIENCE

Choose a profitable topic/area you're passionate about (health, wealth, relationships, parenting etc), and a target audience you want to help.

TWO

## CREATE YOUR INSTAGRAM OR TIKTOK

Make an Instagram or Tiktok page centered around your target audience. Start posting content and grow your page.

THREE

## DIGITAL PRODUCT CREATION

Purchase a digital product which is already done for you and you can re-brand and re-sell (just like this one) or create one from scratch and customize it. This digital product should be the solution to your target audience's problem.

FOUR

## MARKET YOUR PRODUCTS

This is what you'll spend most of the time doing in your business for just 30-60 minutes per day. Create faceless content on Instagram to showcase your product and attract your ideal audience. Create proper funnels to get leads.

FIVE

## ENJOY FINANCIAL FREEDOM

After a few days you can start getting sales and in just a few weeks you can grow this business to \$10k/month. One of my clients has made even \$48k/month.

A dark, moody photograph of a driveway. In the foreground, a small, white, fluffy dog sits on a cobblestone path. Behind it, a large, dark SUV is parked. To the right, a sleek, dark sports car is parked. In the background, a large, light-colored house with a balcony and a tiled roof is visible, surrounded by trees. The overall atmosphere is quiet and sophisticated.

# CHAPTER 1

YOUR VISION

# DETERMINE YOUR WHY

When starting any business, it's important to gain clarity on your purpose for starting in the first place. The reason is, without a purpose, you're likely to give up when things get hard. The first step on your journey is getting crystal clear on your reason.



Before determining what you'll sell, it's crucial to understand why. This will reveal your deepest motives, and help you push through the "hard" days:

## **Ask yourself:**

- What originally attracted me to this online business?
- What impact do I most want my work to have in the world?
- How is this business going to change my life? What will I gain from this?

Your reason could be financial freedom or more time to spend with your family. Just make sure you become a man of purpose.

# CHOOSE YOUR NICHE

Once you tap into your underlying drive, now it's time to use it to choose a niche you're truly passionate about.

## WHAT IS A NICHE?

A niche is just a specific area or topic that you focus on. It's what makes your content unique and helps you attract a targeted audience. For example, my niche is online wealth and motivation. More specifically, I help ambitious men monetize their Instagram through digital products.

## WHY IS IT IMPORTANT?

When you have a clear niche, you attract a specific audience that is interested in the things you talk about and sell. You build a following with high focus interest, so it's way easier to monetize your content. It also builds credibility because you become an expert in that specific area. People start to see you as someone who can be trusted and knows what they're talking about.

With so many content creators out there, having a niche can help you stand out from the crowd. It makes it easier for people to remember you and it also helps you differentiate yourself from others who may be creating similar content.

## Narrow it down to a specialty area you:

- Feel truly excited and curious about daily
- Consider yourself knowledgeable in already (you DON'T have to be an expert)
- Could create endless content around

For instance, someone passionate about cryptocurrencies may post about the current crypto market and have knowledge on which coins to invest in. They can provide that value to their audience.

Picking a niche is one of the most important things you'll do to build a successful digital product business and content strategy. It determines your **audience**, **content topics**, and **revenue potential**.

## THE PERFECT NICHE:

Your niche should sit at the intersection of things you are passionate about, the things you are knowledgeable about, the problem you are solving for others, and the demand available. Also, make sure your niche is profitable.



# CHOOSE YOUR DREAM CUSTOMER

It's time to think about your dream customer (target audience). The entire purpose of a digital product is to **solve a problem** within a particular niche and for a specific audience.

It's important to know exactly who your target audience is when selling digital products. Why? Because it helps you craft a message in your marketing strategy that will connect directly with a specific audience who is more likely to convert into a customer.

Let's start by identifying your ideal audience's **demographic characteristics** such as age, gender, location, education, and occupation.

Think about what kind of content and digital products they might be interested in, and what their values and beliefs might be. Create your ideal customer and audience.

**Give them a name, personality traits, and a backstory that reflects their characteristics, interests, behaviors, needs, and wants.** This will help you create a message through your content that speaks directly to them and builds a connection with them.

As you can probably already tell, my target audience is men who are interested in entrepreneurship. My **branding, content and language** all target men. Men who want to build their own businesses and get financial freedom.

## CHALLENGE:

Take 2-3 minutes, grab a pen & paper, and brainstorm. Write down everything you know about your ideal customer.

### Here are a few questions to get you started:

- What's their gender?
- How old are they?
- Where do they live?
- What do they do?
- What are their hobbies?
- What are their goals?
- What do they need from you?

Make your Ideal Audience Here

Once you've determined those core customer attributes, you've identified your target audience. Become intimately familiar with their world, interests and values. This allows you to tailor both your products and marketing to connect with them.

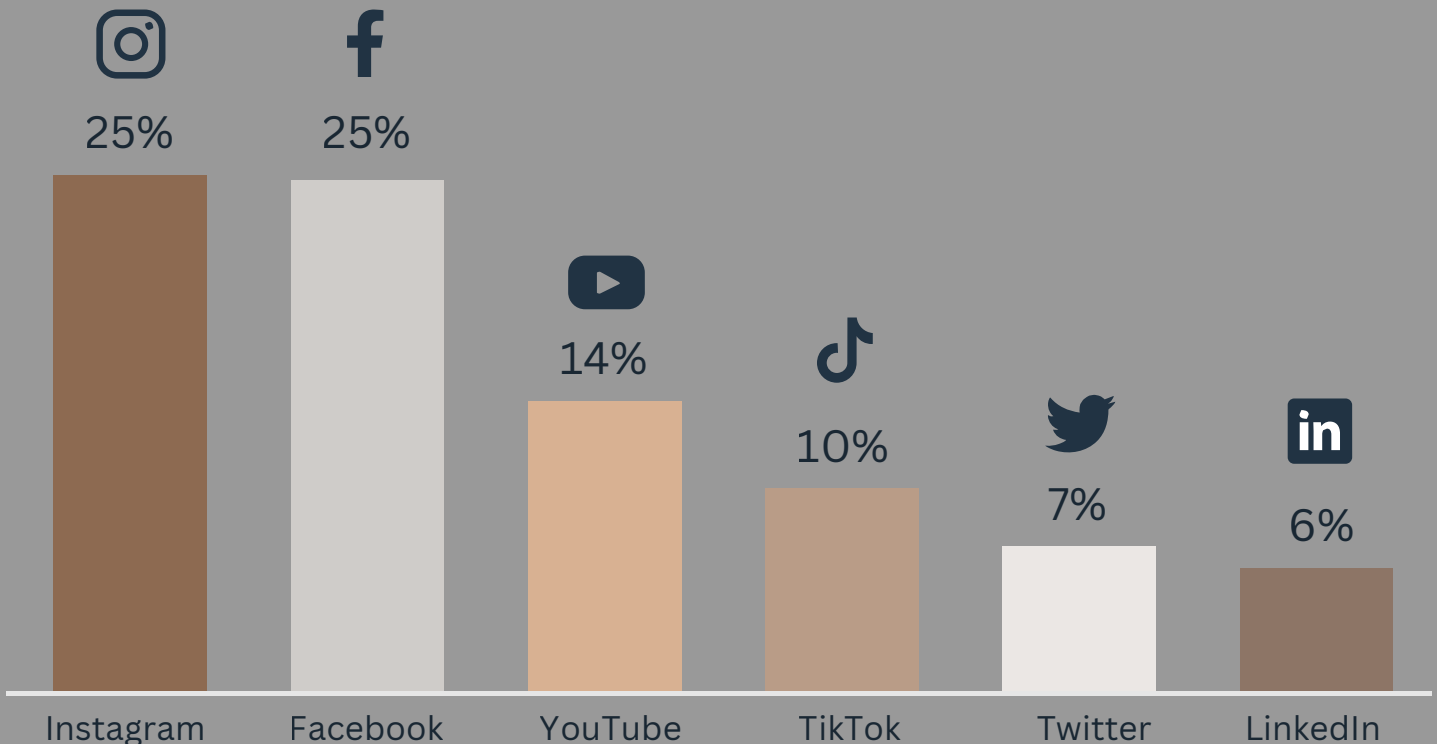
By getting clear on your why, choosing a profitable niche, and understanding your audience's desires, you've set the **foundation for faceless business success.**

# PICK YOUR PLATFORM

The next step is choosing which social media platform you will use

I use Instagram for building my brand because my target demographic is young men who are aspiring to be entrepreneurs. If your target audience is 30+ year old men facebook might be the better option.

## Which platform is most effective for building an active community on social media?



HubSpot Blog Research, Social Media Trends 2023 Report  
Global survey of 1,000+ social media marketers in Jan,  
2023



# BUILD YOUR BRAND

This is one of the most important steps in building an audience using social media platforms.

Building a personal brand will make you stand out from the crowd. **What is a personal brand really?** You can think of it as your reputation. It's what others think of you when you're not in front of them.

Believe it or not, building your brand is about so much more than colors and fonts. How you make people feel is your brand. What you are known for is your brand. Your story is your brand. **Redbull doesn't advertise their drinks, they advertise the feeling their drink gives to people. That's the power of branding.**

**For your brand, you will want to consider things like:**

- **The “tone” of your messaging** (i.e. serious, casual, funny, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. modern, minimal, luxurious, bold etc.)

- **The values you communicate in your content and decision-making** (i.e. ambition, gratitude, success, motivation, freedom, adventure, etc.)
- **Your “brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience)

Start collecting screenshots of other people’s Instagram feeds or content that best represent your own personal style and the look you are wanting to achieve with your business.

**Pay attention to fonts, colors, and even the layout of others’ bios**

These screenshots can be collected inside a photo album. Trust me, they will come in handy when you are actually setting up your own Instagram profile where you will be bringing in traffic to your digital product.

**QUICK TIP:**

Pinterest can be a great place to find color inspiration. You can just type "Instagram Color Palette" into the search bar and look through the photos that come up. But remember: Sometimes less is more. You don't want too many colors.



**EXAMPLE OF OLD MONEY COLOR PALLETE**



# ELEMENTS OF PERSONAL BRANDING

## **VISUAL IDENTITY**

Your visual identity is everything from your profile picture to the fonts and colors you use in your content. When you have a consistent visual identity, it can make your brand more memorable and recognizable to your audience.

## **CONSISTENCY**

Branding is consistency. Make sure that your content, visual identity, and tone of voice are consistent across all of your social media platforms and stores. Also make sure you stick to your posting schedule so you don't let your audience down.

## **TONE OF VOICE**

Your tone of voice is the way you express yourself through your words, both written and spoken. It's not just the words you use, but also your choice of emojis, sentence structure, and even punctuation. All of these elements contribute to the way your brand communicates with your audience.

## **ENGAGEMENT**

If you want to build a strong community around your personal brand, it's important to engage with your followers on a regular basis. Whether it's responding to comments and messages or creating opportunities for your followers to interact with you and each other.



# CHAPTER 2

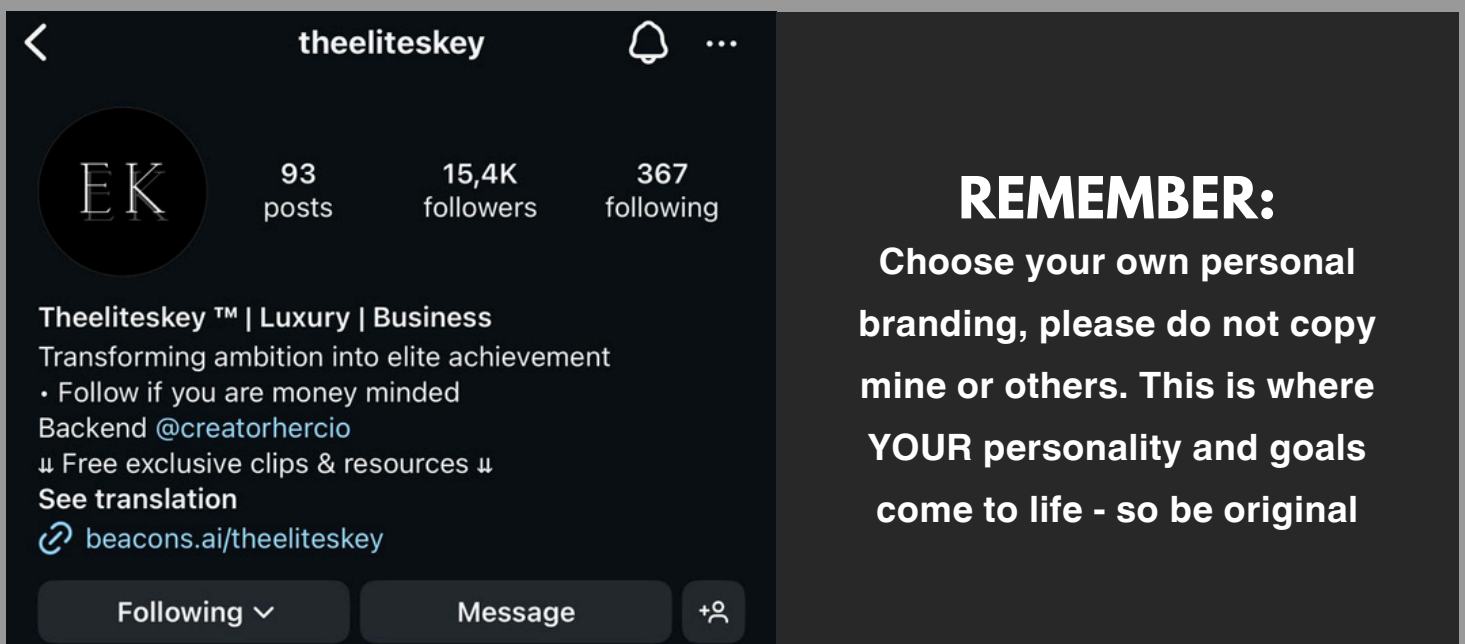
## OPTIMIZING YOUR PROFILE

# NAME YOUR PAGE

When it comes to naming your page, you will want to be thinking about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

If you are creating a faceless page: You might want to consider having the theme in the name but this isn't always necessary. Some people like to add the word "faceless" in their name but you do not need to do that at all.

If you are starting a new page for YOUR BUSINESS, choose the business name OR your name. You want to avoid having to change your name down the track and you never know how your business might evolve so don't choose a name that narrows you down too much like "side hustles" or "digital products". For example, Marketing Mastery...this business name can stick with me down the road no matter how I decide to pivot my business.



The image shows a screenshot of a social media profile for 'theeliteskey'. The profile includes a circular profile picture with the letters 'EK', 93 posts, 15,4K followers, and 367 following. The bio reads: 'Theeliteskey™ | Luxury | Business', 'Transforming ambition into elite achievement', and lists several details like 'Follow if you are money minded', 'Backend @creatorhercio', and 'Free exclusive clips & resources'. At the bottom, there are buttons for 'Following', 'Message', and a plus sign for more options. Overlaid on the right side of the screenshot is a dark grey box with white text that reads: 'REMEMBER: Choose your own personal branding, please do not copy mine or others. This is where YOUR personality and goals come to life - so be original'.

# WRITE YOUR PROFILE BIO

One thing I tell my clients is your Instagram page, more specifically your bio, is literally the first impression your audience sees when they click on your page, so optimizing it is crucial if you want to gain followers.

## Thing to include in your bio:

- One catchy description + Niche or product category clarification
- What you help your target audience with (WHO you help & HOW you help them)
- Call-to-action driving traffic or sales

## VALUABLE TIP:

Your Instagram name is Search Engine Optimized (SEO). This simply means that it allows your page to be more “findable” when people search for a specific name and/or topic.

In the example above, you can see I’ve included a keyword related to my niche “income streams”. This way, when someone is searching for “income streams”, my name can show up in the search.

# 1ST LINE

This is optional, however, it can be a good idea for your first line to have a snippet of who you are or a little about your transformation journey (so that people can relate to you).

Some examples:

“Australian living that digital income dream”

“9-5er turned digital product business owner”

# 2ND LINE

This is completely optional however if you have any kind of accomplishments, or experience that positions you as an “authority” then you can use this line to showcase this.

Some examples:

“Made over £10k online”

“Sold 1000+ digital products”

“Helped 300+ students start their own digital product biz”

# 3RD LINE

Your third line should always be a powerful call-to-action. You can direct them to your digital product, a free guide (freebie/lead magnet) or to your DM’s for a chat about what’s on offer.

# FINDING YOUR POD

A **point of difference** (or 'POD') is what makes your account **different** from other accounts in your **niche**.

To find out what **your** 'POD' is, you need to think about what makes your account more:

- unique
- valuable
- interesting
- inspiring
- motivational
- entertaining

...than other other people on Instagram who are doing the same thing as you.

## YOUR POD:

To explain your POD, you can use the following template!  
Fill out the blanks (dotted lines) and you'll have your POD :)

**I am a** ..... [your niche]

**who specifically focuses on** ..... [what you do/who you do it for]

**Through** ..... [The type of value you give]

Check out the next page for some examples of good PODs

# POD EXAMPLES:

NICHE	POD
<b>A Mindset Coach</b>	Who specifically focuses on helping working men improve their mindset through digestible short videos and graphics
<b>A Website Designer</b>	Who specifically focuses on teaching first time business owners to create amazing websites on Wix through easy to follow step-by-step tutorials
<b>A Beauty Influencer</b>	Who specifically focuses on showcasing gentle and natural products suitable for women with skin conditions through informative videos
<b>A Disability Blogger</b>	Who specifically focuses on crushing misinformation and stereotypes about disability, through humour in short videos and posts



# CHAPTER 3

## MARKET RESEARCH

**Now that you have your business foundations set up it's time to monetize your faceless Instagram page.**

There are a few ways to do this, but in this e-book, we will discuss **monetizing with digital products.**

If you read my free guide “**Faceless Digital Marketing**” you'll know exactly why digital products are the best way to monetize your social media account.

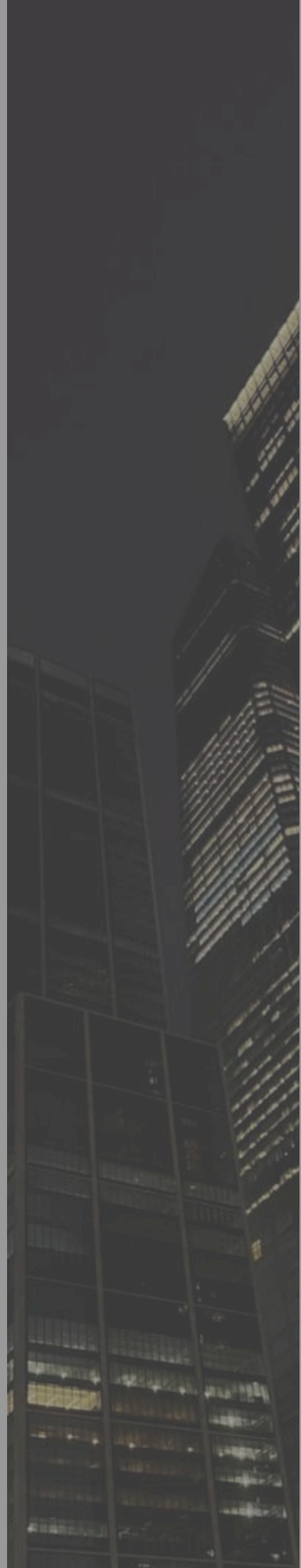
They are extremely cost-effective, require zero inventory or shipping, and have great profit margins (**100% profit**) - making them an easy way of making money online.

Before creating a digital product though, you need to first make sure that it's even in-demand.

## **MARKET RESEARCH**

The main key to success in digital product creation, is the **problem you solve for your audience.** You need to create a digital product that offers a solution to their pain points.

But how do you find the problem you solve? There are a few ways you can define the problem your target audience struggles with, and you do this through market research. **On the next page you will find how you can conduct your own market research.**



## **KEYWORD RESEARCH:**

Use keyword research tools like Wordstream or Answer The Public to find out what people are searching for in your niche. Look for **high search volume keywords (around 20k+)** related to problems and challenges your target audience is facing.

## **SOCIAL MEDIA:**

Looking at comments on **YouTube** videos or **Instagram** posts related to your niche can be a great way to understand your audience's struggles and pain points. By reading through comments, you can gain insights into your audience's experiences, opinions, and frustrations. You can see what kind of questions they are asking, what problems they are facing, and what solutions they are looking for.

## **SURVEYS AND POLLS:**

Reach out to your existing audience with surveys and polls to gather information. Ask questions about their **struggles** and **challenges**. This will give you insight into their **needs**, and help you tailor your a digital product to their interests.

## **FORUM DISCUSSION:**

Browse forums and online communities related to your niche to see what people are **discussing**. Look for topics related to **challenges** your audience are facing. **Tip:** Reddit is a great one to start with

## **PERSONAL EXPERIENCE:**

Chances are that you have lived through the struggles and pain points of your target audience. Use that knowledge to create a digital product that resonates with them. Use your own story and insights to build a connection through your digital product.

## **SECRET SAUCE:**


Use Chat GPT and the prompts below to generate more ideas:

- **What are the 10 most searched-for questions about (your niche)?**
- **Who are 10 online influencers in (your niche)? Please include their website and the area of expertise they cover.**
- **What types of digital learning offers do other experts in (your niche) offer? Provide me with 10 specific topics they cover in their digital products.**

## **WORDSTREAM**

Wordstream is an excellent and simple way to find out just how profitable your ideas are. You can start searching some keywords for your digital product ideas!.

Here you can learn just how common the problem you're trying to solve is, by seeing how many people are searching for it on search engines every month.



**Compile a list of keywords** that you think your target audience in your niche would search and type them into Wordstream. You want to aim for a **minimum of 20k searches for each keyword**.

Here is an example using the keywords “weight loss keto”:

Keywords	📈 Monthly search volume
keto diet program	49,500
ketogenic diet program	49,500
keto diet for weight loss	14,800

**I want you to use your chosen niche and ONE question within that niche that you want to answer.** This is the problem you are going to solve with your digital product. Eventually you can create additional digital products that answer other questions, but let’s start with just one.

**Some examples of digital products that solve a problem for their niche:**

- How to start a photography business guide
- How to homeschool guide
- How to budget and financial plan in 2024 guide
- Mindfulness workshop
- Nutrition & weight management webinar
- Fitness tracking worksheets
- Social media planning worksheet

**PRO TIP:** Pay close attention to the other problems your customers express to you as they're solving one problem with your first digital product.

Note them down. These conversations will give you ideas for your **NEXT** digital product.

### **How you can create your own digital product:**

1. Go to **CANVA**
2. Type in the type of template you're looking for, like "planner", "checklist", "eBook", "calendars" etc. in the search bar.
3. There are a ton of aesthetic ones to choose from. Simply input your content and branding into it, customize it as your own, and save it as a **PDF document**. You have created your own digital product.

**NOTE:** If you use any of Canva's free templates, be sure to customize it as your own before selling it - check their policy **HERE** for further clarification.

### **CUSTOMIZING/ SAVING YOUR DIGITAL PRODUCT:**

**1**

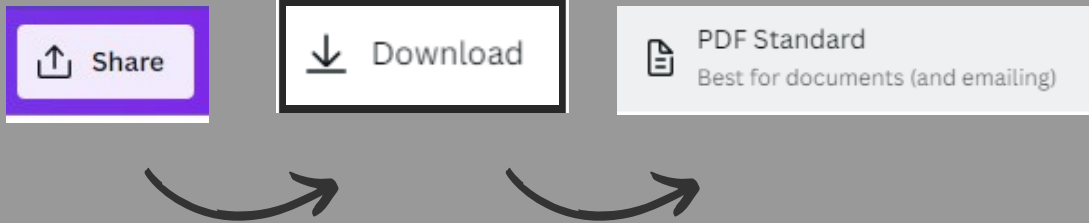
Open your PLR digital product on **Canva**.

**2**

Customize the colors and fonts to your branding and style. You can even add or subtract text - it's completely your choice.

3

Once you're happy with the final product, save your digital product as a **PDF document**.



## RESELLING WITH RESELL RIGHTS

4

**THIS STEP ONLY APPLIES TO RESELLING THIS E-BOOK:**

As my e-book came with **full resell rights**, you have the option to resell it **with** resell rights to your own customers. To provide them with an **editable Canva link** (just like I provided you with your purchase so you could edit this), follow these steps to get your **own** editable Canva link for your customers:



**NOTE:** This link will be provided to your customers in the confirmation email with their purchase of your DFY digital product. We'll get to that later.

A close-up, dimly lit photograph of a person's hands holding a large stack of US dollar bills. The bills are fanned out, showing the '100' and 'ONE HUNDRED DOLLARS' text. The person is wearing a gold watch and a matching bracelet. The background is dark and out of focus, showing a black t-shirt with some white text.

# CHAPTER 4

## PRICING & INCOME GOALS

# PRICING YOUR DIGITAL PRODUCT

First, I want to advise you that there's no "one right price". However, when first starting out, it's a good idea to have a lower ticket product priced between **\$30-\$100**.

## POPULAR PRICING MODELS

- **Low ticket** - \$10 to \$50. A higher volume of sales is needed but a lower barrier to purchase.
- **Mid ticket** - \$100 to \$250. Balance of profit margin and easier selling than a high ticket.
- **High ticket** - \$500+. Maximizes per sale profit but smaller customer base.

Right now I want you to think about the price you'd feel most **comfortable selling at**, as this will help you hit your income goals.

Also, remember to come from a place of **servicing** your audience first, because that is what is going to gain you a LOYAL customer.

## SECRET SAUCE

Research suggests that if you want your product to be perceived as a "luxury" good, then your prices should end in an even number (such as 0).

If you want your product to be perceived as a discounted item, end prices in an uneven number (such as 7 or 9).

# YOUR INCOME GOALS

Now that you've decided on your pricing, let's talk about income goals

**Think about the monthly income you'd like to be bringing in at the 12 MONTH MARK in starting your business.**

To make it simple with the math breakdown, let's say your goal is **\$100k/year**.

Now, take that number and **divide it into four quarters** like this:

**1st quarter:** \$10k

**2nd quarter:** \$20k

**3rd quarter:** \$30k

**4th quarter:** \$40k

Do you see how with each quarter, it progressively increases? This is because this is what businesses generally experience. They start bringing in a smaller amount, and with consistency, time & effort - it compounds!

## **Your First Quarter:**

Let's look at your first quarter (your first 3 months post-launch)...

If the goal is \$10k, those first three months might look a little something like this:

**month 1:** \$2k

**month 2:** \$3k

**month 3:** \$5k

Now, let's look at...

### **Your First Month:**

If your goal is to bring in \$2k in your first **30 days** of launching your digital product at \$97, you'd only have to make **20 sales!**

Are you now realizing how crazy good the potential with this is now? Even as a beginner, even as someone starting a new Instagram account you can achieve these goals.

And the coolest part? It's **PASSIVE** income, meaning you could be making \$\$ in your sleep.

It's sales being made because of a few social media posts per week and one simple funnel you have already set up.

Passive income is life-changing. Now let's get to work on getting everything set up so you can start bringing it in.





# CHAPTER 5

## FREE PRODUCT (FUNNEL)

Selling digital products is great, but we need to start making your business more **automated** (so you can make money while you sleep). One of the ways we do this is through offering our audience a **Free Digital Product**.

A free product (or lead magnet) is an incentive you offer your target audience in exchange for their email address. There are plenty of free products types you can offer. A mini guide, eBook, mini course, just to name a few.

**FACELESS  
DIGITAL  
MARKETING**  
By @thefacelessmarketing.mastery

**Faceless Digital Marketing FREE  
Guide**

This Free Guide will help you start  
Faceless Marketing and includes  
checklists and resources!

**Get It For Free**

**FACELESS  
DIGITAL  
MARKETING**  
By @thefacelessmarketing.mastery

**Free product  
example**

## **Here is why offering a free product is important:**

### **LIST BUILDING:**

A free product is a great way to grow your email list (we'll dive more into email marketing later). Anyone who signs up to your email list is called a "lead". Having an email list allows you to directly reach your audience, nurture leads, and convert them into paying customers over time.

### **TRUST & AUTHORITY:**

Providing valuable content through a free guide establishes trust, and positions your brand as an authority in your industry. When people see that you're willing to share valuable information without an immediate sale, they are more likely to trust your future recommendations and offerings.

### **SECURITY:**

In the event your social media account were to be suspended or banned, having an email list ensures your audience (or business) won't be completely lost.

### **BUSINESS AUTOMATION:**

Growing an email list and email marketing is the KEY way your digital product business is going to run on autopilot. It is what will enable you to make sales while you sleep or are out with your family.



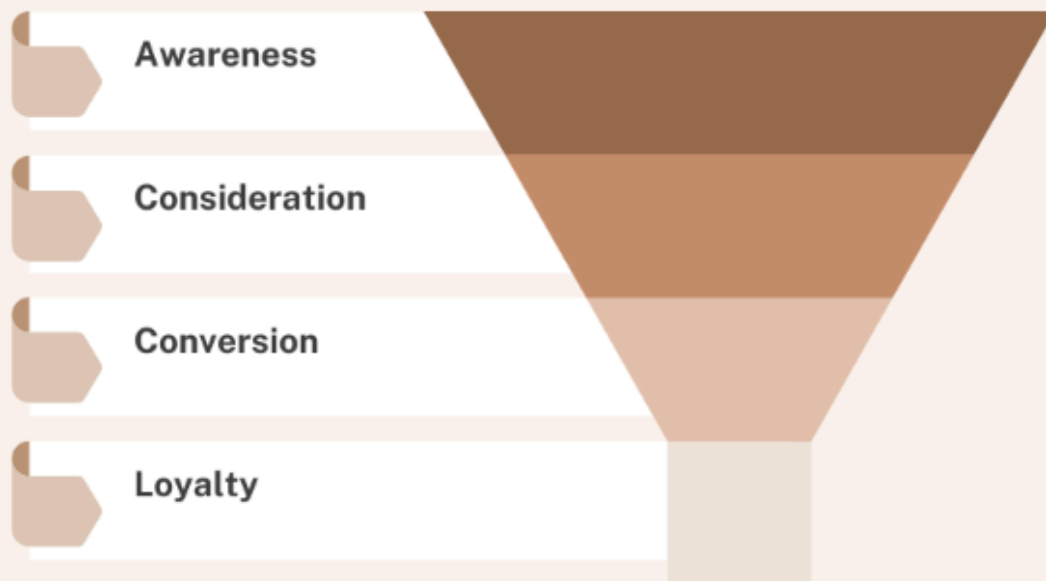
## **LEAD NURTURING:**

Once you've collected leads, you can use email marketing to nurture those leads over time. You can provide additional valuable content, share success stories, and gradually guide leads through the buyer's journey, ultimately increasing the likelihood of sales conversion.

## **LONG-TERM RELATIONSHIP:**

Lead magnets are not just about immediate conversions; they are a tool for building long-term relationships with your customers. Through ongoing communication and valuable content, you can keep your audience engaged and turn one-time buyers into repeat customers.

## **EMAIL MARKETING FUNNEL**



# CREATE YOUR FREE GUIDE

It is important that your free guide is directly related to your paid digital product. Your freebie is going to give your ideal customer a **sneak peek** into the value that they will receive in your paid offer. **Give them a taste, but not the entire bite.**

**A free product provides a solution to a problem.** To entice your target audience to download your free guide, you need to offer them a solution to a problem they are wrestling with. And make sure it holds **value!** You don't want to be offering something NOBODY would opt in for.

## **TYPES OF FREE products:**

- Webinar/ Mini Course
- Mini Guide or Ebook
- Templates
- Check-lists/ Listicles
- Short Training Videos

## **NEED INSPIRATION?**

Look into what other people in your niche are offering as freebies by signing up to their email lists. Remember, don't copy them, just use them as a guide.

# SECRET SAUCE:

Go to Etsy and type in "lead magnets" or simply create one for FREE on Canva. Type in "lead magnet templates". Input your information, and you have a freebie. I recommend starting with a free guide relating to your paid offer.



The screenshot shows the Canva search results for "lead magnet template". At the top, there's a search bar with the text "lead magnet template". Below it, the breadcrumb navigation reads "Home > Templates > Lead magnet template". The main heading is "Lead Magnet Template templates" with a subtext "Browse high quality Lead Magnet Template templates for your next design". There are filter buttons for "All Filters", "Category", and "Media". The total number of templates is "113,421 templates".

The search results display four template cards:

- Card 1:** "Essential Criteria For A Smart & Successful Brand Name" by Really Great Site. It features a blue circle with the number "10" and a background image of a desk with a laptop, glasses, and a plant.
- Card 2:** "COACHING BUSINESS" by Kemele Martin. It has a subtitle "A COMPLETE GUIDE FOR COACHES" and a background image of two women sitting on a bench.
- Card 3:** "5 WAYS TO MAKE PASSIVE INCOME for female entrepreneurs" by She Talks Business. It features a background image of a person sitting on a couch using a laptop.
- Card 4:** "YOUR BOOKLET'S AWESOME TITLE HERE" by Coach and Mentor. It has a subtitle "ADD YOUR SUBHEADING TITLE" and a background image of a bright, modern living room.

Each card includes a small profile picture and a document icon, along with the author's name and a "Document by" label.

## Here are some tips for creating a freebie:

- **Provide real value:** The freebie should deliver meaningful value, not just be a gimmick giveaway. Offer actionable advice.
- **Solve a pressing problem:** Focus on helping with an urgent pain point your audience has.
- **Partial sample content:** Give a preview of your paid product's full training.
- **Case studies and examples:** Demonstrate your expertise and past success.
- **Action steps and exercises:** Include activities to engage readers to implement advice.
- **Limited scope:** Cover a narrow slice of a larger topic to hook interest for the full product.
- **Call to action:** Direct them to purchase the complete product to gain more.
- **Branding and links:** Subtly showcase your brand, website, and offers in the freebie design.
- **Lead capture:** Collect reader emails in exchange for the free download.

Search



Recent



PAYPAL

6m ago

You received \$75.00 USD from [REDACTED]  
Garica

# CHAPTER 6

PAYPAL

15m ago

You received \$75.00 USD from [REDACTED]

## SETTING UP YOUR STORE

PAYPAL

49m ago

You received \$25.00 USD from [REDACTED]

PAYPAL

1h ago

You received \$75.00 USD from [REDACTED]

PAYPAL

3h ago

**Setting up an online store to sell your digital products has never been more simple.** Stan Store is your ONE-STOP-STORE and it is going to be where your digital offers live (your freebie, digital products, emails). Your audience can simply click your Stan Store link in your bio, shop your digital products, and receive them straight to their inbox.

Many beginners like **Stan Store** for it's simplicity & ease of use. I started with Stan I made **sales** in my **first week**. For that reason, I will be teaching this beginners guide on Stan Store. If you're looking for a place where you can build out more complicated funnels , host webinars, etc you can use Wix. But for now, let's move on with Stan Store.

There are also so many other things you can do with Stan Store such as host affiliate links, create courses, email marketing, schedule Zoom calls + much more.

#### **PLEASE NOTE:**

You can sign up with their basic Creator Plan at \$29/month or the Creator Pro Plan \$99/month. **Use the link below and get a 14 Day Free Trial.**

On the next few pages, I am going to walk you through setting everything up.

**STAN STORE FREE TRIAL**

PS: A free store alternative is gumroad  
which i recommend aswell



# SET UP YOUR STAN STORE

## STEP ONE:

Use [THIS LINK](#) to create your account and get a **FREE 14 day trial** (please note that if you go through the regular website, you won't get the FREE trial).

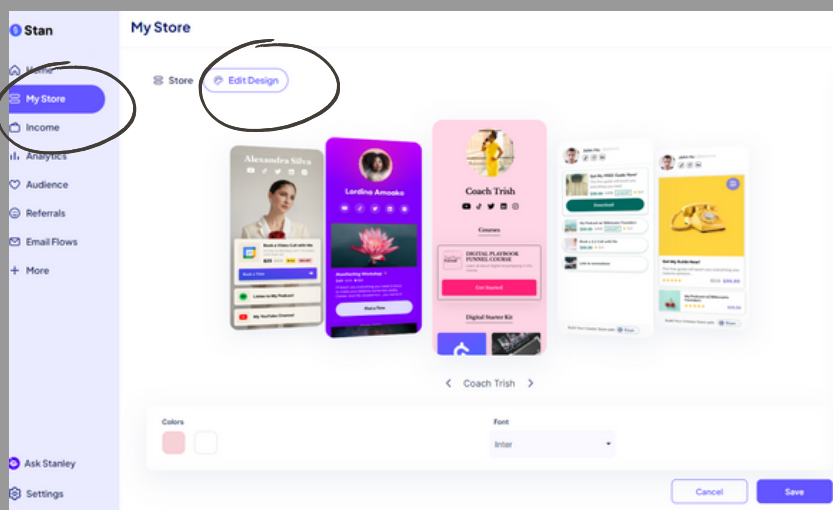
**TIP:** Customize it to your branding colors.

## STEP TWO:

Go through this “Getting Started” section to make sure you get set up the correct way. Watch [THIS VIDEO](#) if you need extra guidance with setting up.

## STEP THREE:

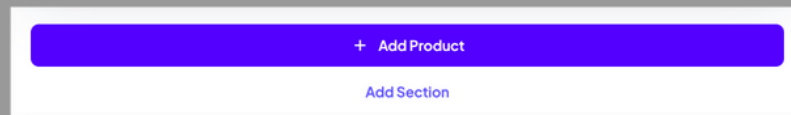
Go to **“My Store”** and then **“Edit Design”**. Here you can pick what layout you want for your store front. You can also pick your branding colors for your Stan Store for a more cohesive business aesthetic.



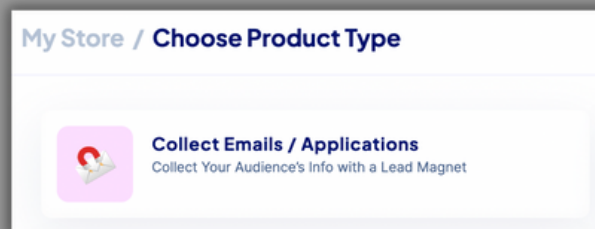
# LIST YOUR FREEBIE ON STAN STORE

If you're using Stan store follow these steps:

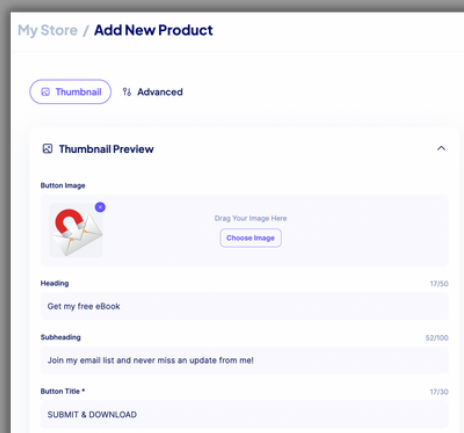
1. Go to your Stan store account and click on “+ Add Product”



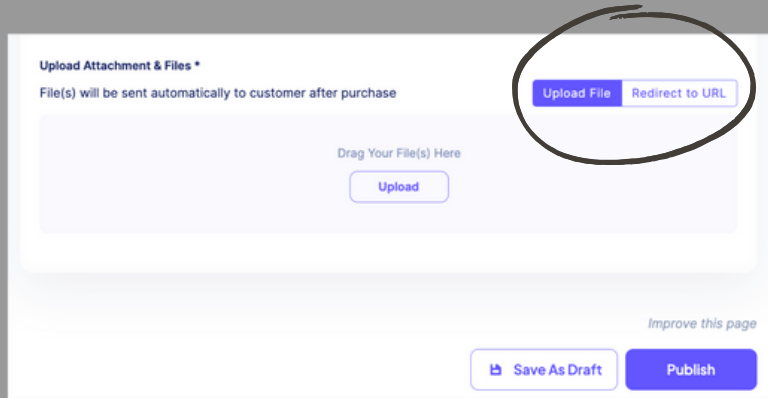
2. Click the option to “**Collect Emails / Applications.**” This is ONLY for freebies!



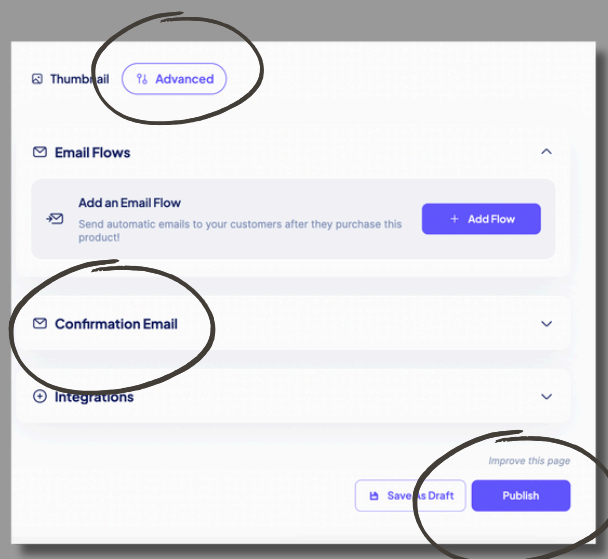
3. Upload your **freebie picture**, **title**, **description** and **any additional information** you want. Keep it simplistic.



4. Upload your **FREEBIE** as a **digital product or a redirect link**. Please note you can only upload either **pdf files or a re-direct link**. You **CANNOT** do both.



5. Click "**Advanced**" at the top and here you can add in your confirmation email (I've already done the work for you - **keep an eye out for my BONUS freebie confirmation template which I've included up ahead. Simply copy + paste & edit**)

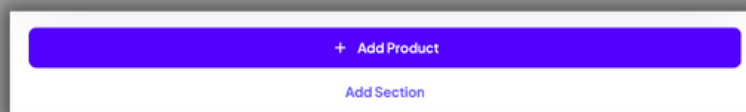


6. Then hit "**Publish**".

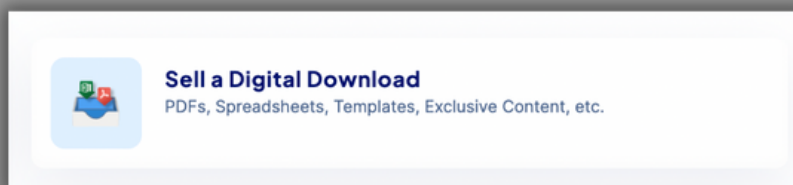
# LIST YOUR DIGITAL PRODUCT ON STAN STORE

If you're using Stan store follow these steps to list your digital product:

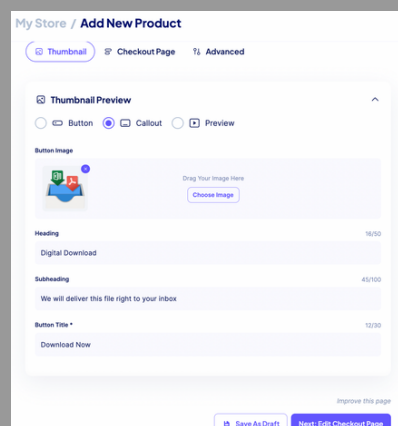
1. Go to your Stan store account and click on “+ Add Product.”.



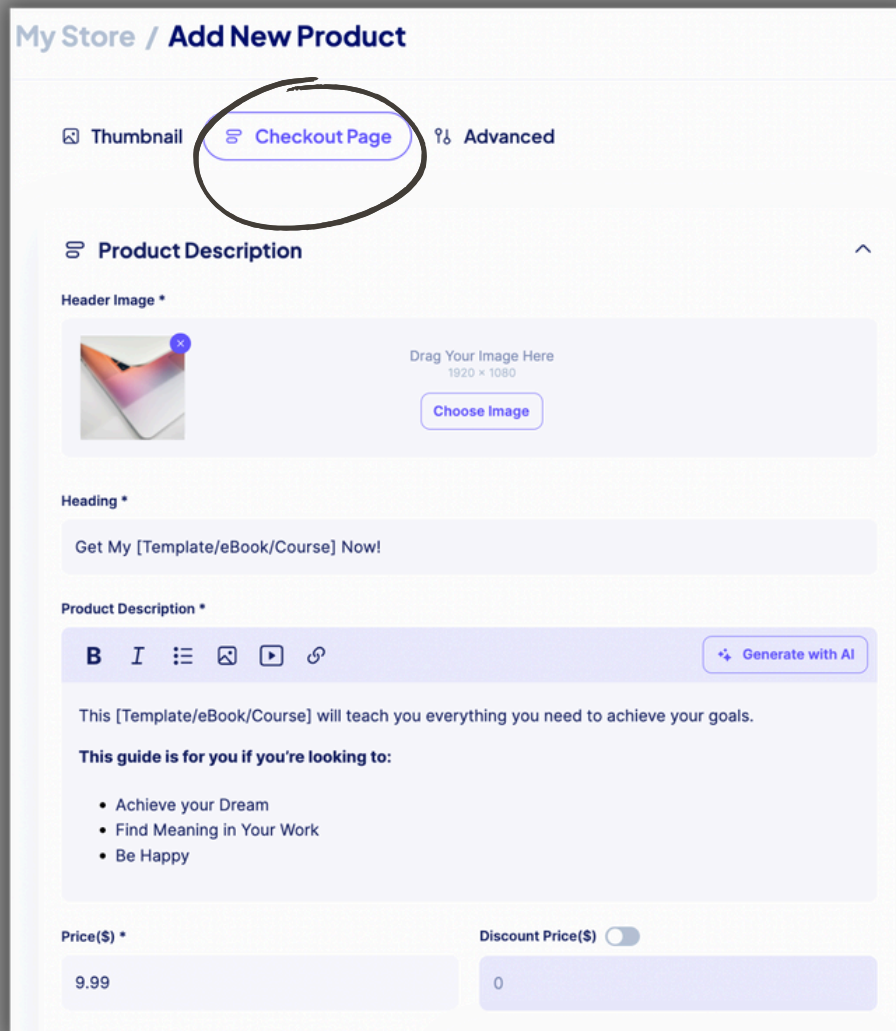
2. Click the option to “Sell a Digital Download”. This ONLY for digital products, not your freebie.



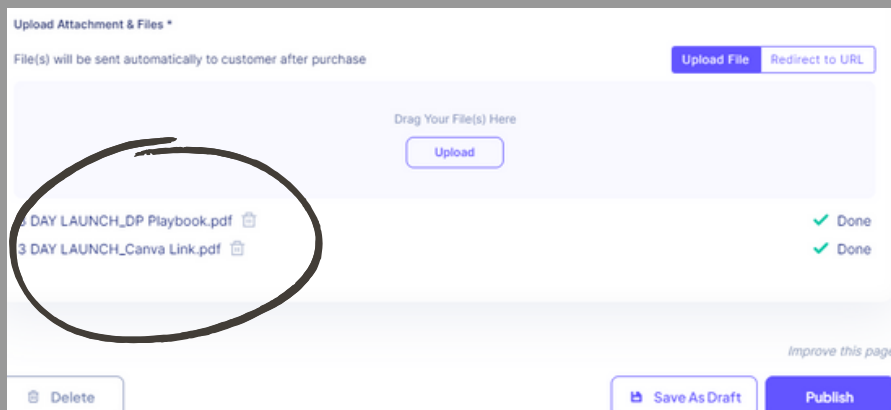
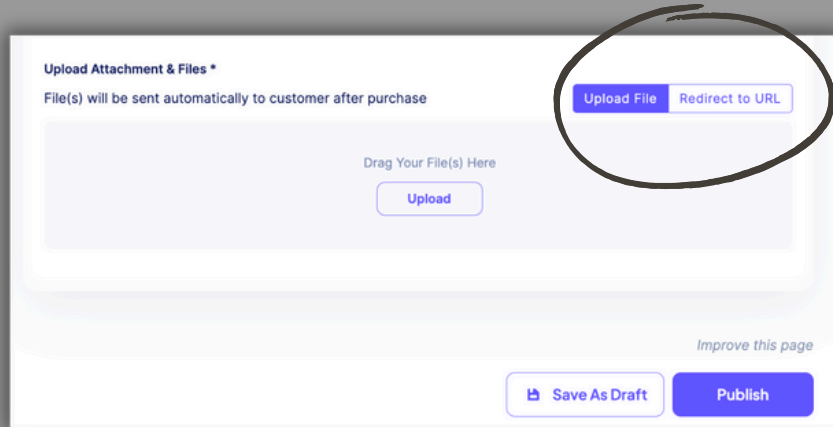
3. Upload your **digital product picture, title, short description + a call to action button**. Examples: CLICK HERE, BUY NOW, LEARN MORE, DOWNLOAD NOW.



4. Go to the “Checkout Page”, add your “Header Image”, Heading, + product description. Remember you WANT to go into more detail with a paid offer, show case results, testimonials, anything that shows social proof.



**5. Upload your digital product AS a digital product OR a redirect TEMPLATE link from CANVA.** Please note you can only upload either pdf files OR a re-direct link you CANNOT do both. Hit "Publish".

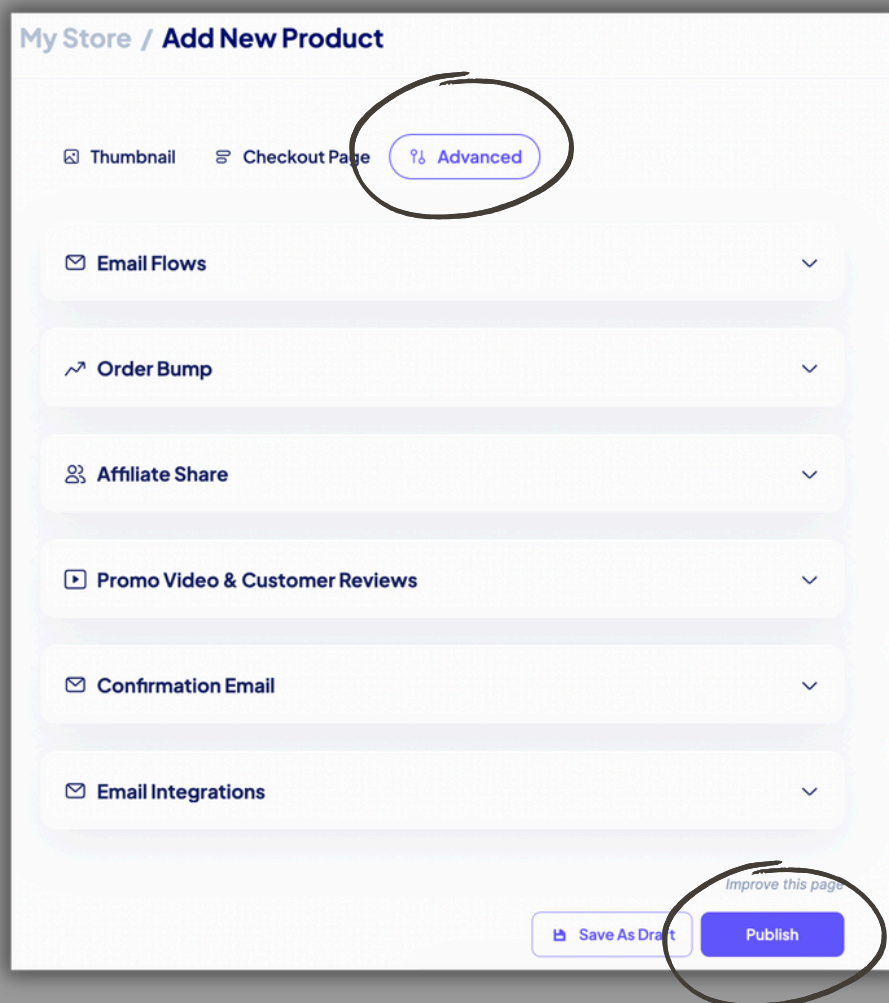


Some people will just want the digital product itself (without the want to resell it), so uploading a **PDF version** is recommended.

6. Click **“Advanced”** to utilize features such as email flows, order bump (you can upsell your higher or lower ticket product by selecting this), affiliate offers, promo videos, customer testimonials, edit confirmation email (**again I have a BONUS confirmation email template for you to copy + paste & edit up ahead**).

I personally only use the email flows, order bump, promo video + testimonials and personalize my confirmation email.

## NOW YOU'RE READY TO PUBLISH





# CHAPTER 7

## AUTOMATE YOUR BUSINESS

# EMAIL MARKETING

Remember how we brought up email lists earlier on?

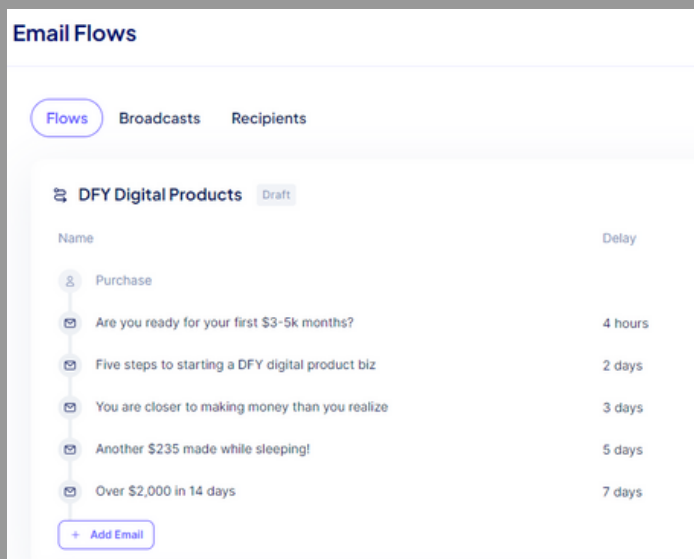
Now we're going to delve deeper into this (email marketing), because this is what will keep your business running on **automation**.

**Email marketing is just another way of saying “selling with emails”.**

In this day and age, we have the ability to sell directly to our audience, through setting up and sending out automated emails.

With a well-written email flow (or sequence of emails) that goes out to your email list, you can **build trust and convert leads into customers with ease and automation**.

So let's start building it



**EMAIL FLOW EXAMPLE  
ON STAN STORE**



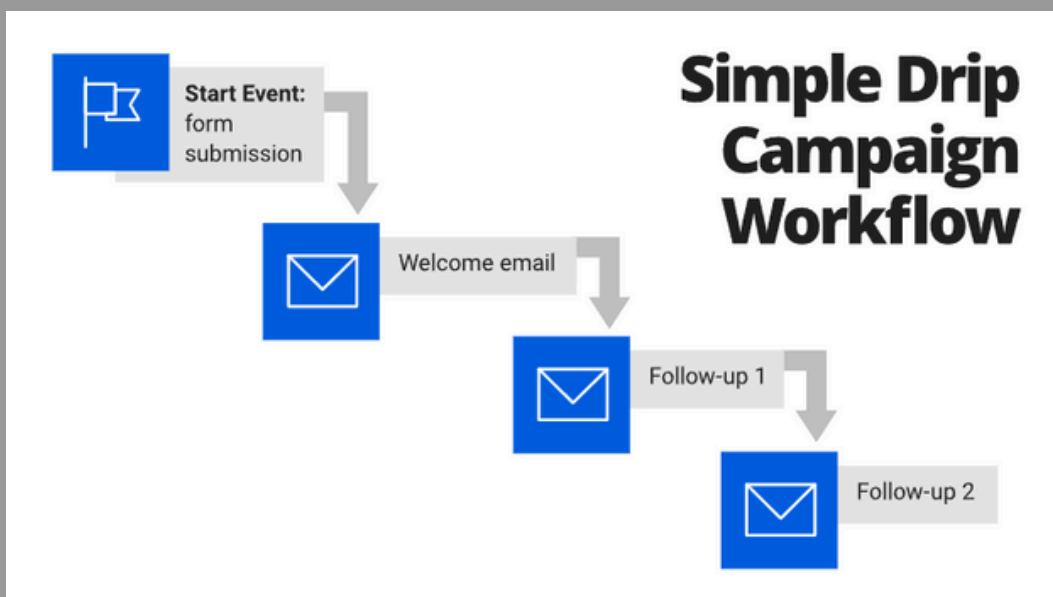
The first thing you will want to do is be sure you have upgraded to a **Creator PRO account on Stan Store**. If you can't afford \$99/month (bare in mind this includes your entire digital product business set up - digital product listings, freebie, email marketing + more), there are other alternatives such as **Flodesk** (email marketing platform) at \$38/month.

However your business (digital products, freebie, email marketing) won't all be in the one place (like it is with Stan Store).

## EMAIL FLOWS/ WORK FLOWS

An email flow (or work flow) is just a sequence of emails you set up, that will automatically send out to your leads on a set schedule.

Ever sign up to someone's email list and get a bunch of emails sent out to you every month, week, or even every day? That's an email flow. These will help your business run on ***automation***.



# CONFIRMATION EMAILS

The first thing you will want in place before setting up your email flow is a **confirmation email** containing the **download links for each of your digital products (including your freebie)**.

Remember how I told you before that I had **BONUS confirmation email templates** for you to use? Well, they are in this section of the Playbook!

I have **TWO free confirmation email templates** for you to copy + paste (and customize as your own). **ONE for your Freebie and ONE for your paid digital product**.

## P.S. HERE'S HOW IT WORKS...

Someone signs up for your freebie > they receive a confirmation email with their freebie and a small message from you

Someone buys your digital product > they receive a confirmation email with their paid digital product and a small message from you

Make sense? :)

**NOTE:** You DON'T need to upgrade to the Stan Store Creator PRO account for confirmation emails. You can set confirmation emails up with the basic Creator account.

# BONUS CONFIRMATION EMAIL TEMPLATES

**FREEBIE EMAIL  
TEMPLATE**

**Subject:** Here is your free guide!

Hi [**Customer Name**],

Here is your freebie: [**PRODUCT LINK**]. Tomorrow you're going to get another email from me with more info about my [**Product Name - insert hyperlink**]. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder and move that message over to your primary inbox so you don't miss out on any updates!

And don't forget, you can always shoot me a DM on IG [include hyperlink] anytime with any questions you have! I am cheering you on!

[**Your Name**]

# BONUS CONFIRMATION EMAIL TEMPLATES

**PAID EMAIL  
TEMPLATE**

**Subject:** Here is your **[Product Name]**!

Hi **[Customer Name]**,

Thank you for purchasing **[Product Name]**! I'm so excited for you to dive in. I can't wait to see what you do and how your life changes with this! Here is your download:

**[DOWNLOAD LINK]**

Shoot me a DM on IG **[include hyperlink]** when you get a chance to let me know that you've taken this step! I'd love to connect & celebrate with you!

**[Your Name]**

# SET UP YOUR EMAIL FLOW

Once you have set up your confirmation emails, you can then start setting up your email flow.

There is just ONE email flow, or work flow, you will want to have in place when you first launch. This flow is for people who opt in for your freebie.

**There is no one right way to write your flow, but ideally your first few emails offer:**

- Value
- An introduction to yourself
- Your story, and your product promotion.

**Here is the email schedule I recommend:**

- Welcome & Freebie - Send immediately
- Nurturing Email - 24-48 hours after first email
- Value Email - 24-48 hours after second email
- The Big Offer Email - 24-48 hours after fourth email

**If you need help with setting up your email flow for your freebie, you can visit [THIS LINK](#) for a quick how-to.**

**TIP:** Opt in to other creators in your niche to get inspiration for your email flow - but DON'T COPY.

**BONUS:** I've included some BONUS email flow templates you can use on the next page. Simply tweak them and use them as your own.

# FREE EMAIL FLOW TEMPLATES

**EMAIL # 1**

**Subject:** Are you ready for your first \$3-5k months?

Have you had a chance to check out my free guide? If so, and you are ready to use a DFY digital product to get your own passive income business off the ground, I want to invite you to purchase my **[Product Name]**.

**[INSERT FEEDBACK ON YOUR DIGITAL PRODUCT HERE - CAN ADD THESE LATER]**

With **[Product Name]** you will learn everything you need to know about getting a profitable DFY digital product business up and running in the next 30 days (and enjoying \$3k, \$5k, and even \$10k+ months!)

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online shop set up with ease and automation
- My content strategies for marketing your product in just a few hours a week
- PLUS my plug-and-play email templates so your automated system can bring in daily sales even in your sleep!

This is an entire business ready for you to fully make your own and fully profit from.

Why? Because I know just how life-changing a stream of passive income like this can be, and you can do it too!

**[Your Name]**

**EMAIL # 2**

**Subject:** You are closer to making money than you realize

Hi **[Customer Name]**,

I want you to know that you are closer to having a profitable passive income business, and your first \$3-10k months, than you realize.

Whether you are already a business-owner, or have zero experience...

Whether you work a 9-to-5, or are a student...

Whether you have a large social media presence, or are starting from scratch...

You CAN leverage just a few hours a week to bring in income that provides for your family and changes your life.

With just one digital product and an automated system for driving traffic to it, you can build a highly profitable business from home in just a few hours a week.

And with a DONE-FOR-YOU, or DFY, digital product, you don't even need to have any special expertise or create your own product from scratch either.

This is why I created **[Product Name - include hyperlink]** - to help you get your biz up and running FAST using the steps inside and my plug-and-play template.

Download it, then tweak it and make it your own so you can resell it for FULL profit.

Start bringing in \$97 sales every day, multiple times a day, even in your sleep - and just as importantly, enjoy the freedom that comes with it

Ready to get started? Your next step is to purchase **[Product Name]** here **[include hyperlink]**.

And don't forget you can always shoot me a DM **[include hyperlink]** if you have questions!

**[Your Name]**

**EMAIL # 3**

**Subject:** Another [insert \$ amount] made while [insert activity]

Hi **[Customer Name]**,

And just like that, another **[insert income made here]** today while \_\_\_\_\_!

This is the beauty of digital products - having a business that runs and makes money for you while you're out having an actual life!

Are you ready to start leveraging just a few hours a week to bring in continual passive income in the same way?

If so, your next step is purchasing **[Product Name]**, where I've already done the legwork and created the product for you.

You can click here **[insert hyperlink]** to learn more about **[Product Name]** and get started now.

I am rooting for you and can't wait to see how your life changes with this!

**[Your Name]**

## EMAIL # 4

**Subject:** [Insert \$ amount] in \_\_\_\_\_ days

In the last \_\_\_\_ days, I've made [insert \$ amount] using nothing more than one digital product.

I want you to imagine this being YOU.

Imagine getting notifications throughout the week while you're with your kids... or binging Netflix... or folding laundry... or even sleeping!

Notifications letting you know that you just made another sale on a digital product (that you didn't even have to create from scratch!) all because someone else stumbled across a Reel and decided they wanted in on this kind of life too.

One product bringing in thousands a week while you're just working 2-3 hours - all so that you can spend the rest of your time enjoying the people and things you love.

If you haven't already, I want to challenge you to take a bold step.

Purchase [**Product Name**] for [**price**] today.

Change your life.

Build a business that can run on autopilot and give you the time and freedom you've been dreaming of.

**[Your Name]**

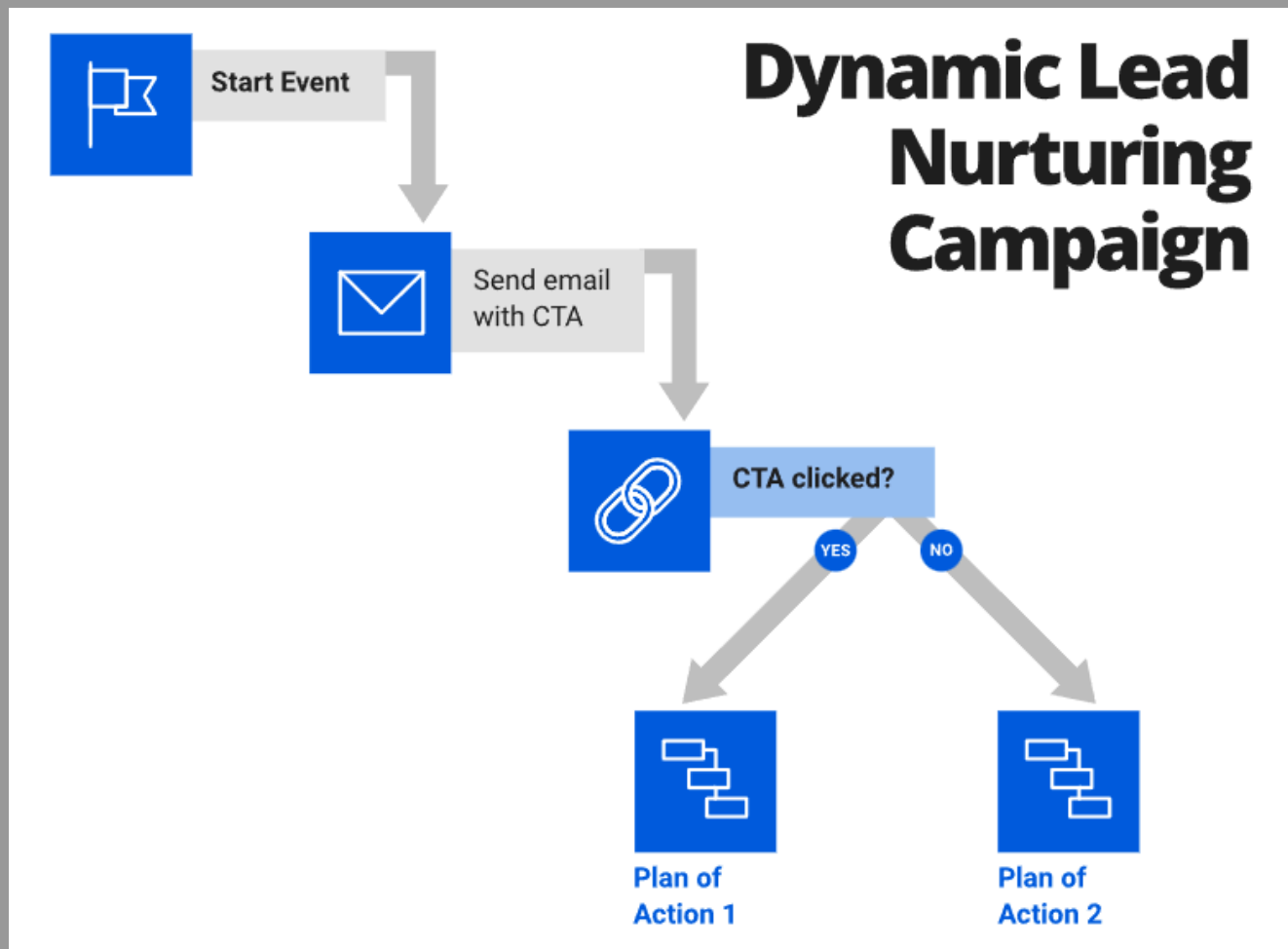
Don't forget, you can always shoot me a DM [**insert hyperlink**] on Instagram with any questions you have. I am here for you!

# SECOND EMAIL FLOW (IN FUTURE)

**NOTE:** Later on down the road, you may want to have a second email flow, specifically for people who purchase your digital products. This is primarily if you are also offering other products that you want to sell as add-ons.

## IMPORTANT:

Make sure to test your freebie and paid offer before you start creating content to attract your dream customers. Do this by opting in for your freebie and purchasing your paid offer.



A nighttime photograph of a cityscape featuring a prominent, illuminated, cylindrical skyscraper. The scene is framed by two tall palm trees in the foreground. A river or canal in the lower portion of the image reflects the city lights, with a bridge visible in the distance. The overall atmosphere is dark and urban.

# CHAPTER 8

## FACELESS COMMUNITY BUILDING

# BUILD YOUR COMMUNITY

**When starting a faceless page, building your community should be your main focus.** Without a community, you don't have a brand.

Some may argue that building a community completely faceless is difficult. However, I've witnessed different and currently have a community of 70k+ followers.

Building a community while keeping anonymous is actually easier than you think (given that you apply the right strategies of course).

**Here are some ways you can confidently build a community with a faceless brand:**

## CONSISTENCY

Staying consistent means showing up at least once a day. In the beginning stages, I recommend posting 2-3 times per day to alert the algorithm you're an active user, and you mean business. By posting regularly, you also let your audience know that you're **present and reliable**. This overtime builds trust.

My general rule of thumb when starting out is **2-3 Reels, and approximately 6-8 Stories a day**. As you build your following, you can drop down to 1 reel a day.

# COHESIVE BRANDING + VALUE

I know we already discussed branding earlier, but in this chapter “Faceless Community Building”, I want to emphasize the power in having a **strong brand identity** with having a faceless brand.

A cohesive look is a key factor you definitely don't want to miss. Firstly, **Instagram is a value platform** (whereas TikTok is a platform that focuses heavily on the virality of the video rather than the value). Simply put, people go on Instagram to search and look for value.

**I can't stress enough the importance of having a cohesive aesthetic across your entire business** (this includes your Instagram feed, your Stan Store and your emails).

I see so many pages with all sorts of colors that clash. For example, their feed has yellows, browns, and greens. Their store then has orange, and their emails blue writing. It's not only unprofessional looking, but it immediately becomes a brand that's unmemorable. A brand that is unrecognizable, and therefore, less appealing to buy from.

**Your branding consistency is what can make or break a first impression**, so it's important to make sure everything flows well together.

# YOUR PERSONAL STORY

This is probably the most important part of your branding (believe it or not), because **anyone can copy your branding aesthetic, but NO ONE can copy YOUR story. Story-telling is one of the most powerful marketing tools** on social media because it enables your audience to connect with your brand on an **emotional** level. And if you weren't aware, studies have shown that **70% of the time, people make their purchasing decision based on the emotion they feel.**

Story-telling helps your audience to **develop trust** with you much faster, as they come to realize that you're a real human being who's faced struggles and challenges, triumphs, and experiences, just like them.

Story-telling also helps your dream customer **find you.** When you're scrolling on Instagram, and you see a Reel that stops you in your tracks, because it's telling a story that speaks to you - what do you do? You keep watching and reading, and if it resonates with you, you will likely like it, save it, share it, and maybe even give that creator a follow.

**You want to be sharing your story in your Reels, captions, Instagram Stories, and emails.**

**Some examples of your story can include:** Why you started this business, your backstory leading up to this opportunity, and how it has changed your life.

# SERVE FIRST, SELL LATER

**Let me first start by saying that serving = selling.** However, when you're actively building a community in the very early stages (as a complete beginner), your main focus needs to be on **servicing your audience selflessly.**

The best way to serve your audience is by **providing them with value.**

**The truth is, everyone is selfish.** People don't care about how amazing (or poorly) your day is going, or what your favorite business platforms are.

**They only care about what YOU can do for THEM.** Once you shift this thought process in your mind, everything changes.

**You need to give your audience a REASON to hit that follow button, and the way you do this is by providing them with VALUE.**

**So what does providing value look like in your content?**

- Putting yourself in **their** shoes and answering burning questions they have within your niche
- Researching **their** niche-related problems, and educating them with a solution
- Creating **problem-awareness** through your content and showing them that YOU have the answer
- Sharing your biggest tips & tricks that benefit **them and their lives**

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- Creating **problem-awareness** through your content and showing them that YOU have the answer
- Sharing your biggest tips & tricks that benefit **them and their lives**

A blurred night scene of a city street. In the foreground, a white sports car is visible from the rear, with a license plate that reads 'SRN 211'. The background shows a street with lane markings, streetlights, and other vehicles, all in motion, creating a sense of speed and urban atmosphere.

# CHAPTER 9

## FACELESS MARKETING: INSTAGRAM STRATEGIES

# INSTAGRAM REELS



- engages your audience
- builds relationships
- ranks you higher in explore
- grows your account

Now that you've set up your personal brand, it's time to discuss faceless marketing using **Instagram Reels**. In order to get our digital products in front of our ideal customers on Instagram, we need to create content. My favorite way to do this is through Instagram Reels because they have the potential to reach a wider audience (when compared to static posts).

## B-ROLL FOOTAGE

**B-Roll footage is basically background content that you use as the video for your reel.** This has become a very popular method for reels which is GOOD because it means less work for you. It also means you don't have to show your face if you don't want to.

It's easy and less time consuming. You can visit my store ([link clip](#)) for 2000+ HD clips for posting on reels.

## **Examples of B-Roll footage include:**

- Going on a walk
- Sitting at your computer working (faceless of course)
- Pouring a cup of water, coffee, or your protein shake
- A short clip of the sunset

....basically any random thing going on in your life.

**Tip: Collect 5-7 second clips throughout your day (or designate one day a week to collect several).**

Add them to an album in your phone so they're easy to find and pick from when you go to create your reels.

## **MORE EXAMPLES:**

- Footage of my current view when I'm outdoors
- Footage of me shopping/holding shopping bags
- Footage of my food or drink
- Footage of my current view while driving/riding
- Footage of the sky or water view
- Footage of me using my electronic device (phone, laptop, iPad)
- Footage of me unboxing a package
- Footage of me organizing (Using a tripod to record the video)

**Don't have time to shoot footage, or simply can't be bothered?**

**I have over 1000+ HD Aesthetic clips for you to post.**

# CONTENT PILLARS

**There are over 200 million businesses on Instagram promoting their services and products.** Instagram is an amazing FREE way to share your digital products with the world. Take advantage of it.

If you follow me, chances are you've seen my content. My entire Instagram was created with the purpose of **building a community and marketing my digital product offers to them.**

I've curated a page that is directly targeted at reaching and inviting my target audience to come and check out my brand and digital products.

You won't see me posting reels about the latest dance trend. Every reel I post has a specific purpose, and that is to either **entertain, inspire, or educate** my target audience, and build a loyal community who is interested in my digital products!

There are **FOUR content pillars** I use to guide the content I create.

Sticking to these content pillars will ensure you're not "posting for the sake of posting". They will also help you build a loyal Instagram following much faster if you stick to them.

## Here are the content pillars I recommend using:

### **EDUCATE**

Creating educational content adds a ton of value to your ideal audience. Share insights, tips & tricks, and how-to guides within your niche.

### **ENTERTAIN/INSPIRE**

Use humor, storytelling, or engaging visuals. Share relatable stories or humorous content that you know your ideal audience will be drawn to.

### **PROMOTE**

This is where you promote your digital offers. Mix promotional content with a strategic call-to-action to get people to TAKE ACTION to your offer. Showcase your products and guide your audience on the next steps.

### **REMEMBER**

Don't make all your content about promoting your digital products. When starting out, it's important to provide tons of VALUE to gain the like, know, and trust of your ideal customer.

# SAVEABLE + SHAREABLE CONTENT

The goal of each of your reels (or at least most of them if you're wanting to reach more people) should be to make them either super **SHAREABLE** or **SAVEABLE** (or both). **THIS IS THE SECRET TO VIRAL CONTENT**

**SHAREABLE:** This is content that makes your ideal follower think, "This is so relatable" OR "I need to send this to my friends".

The content is specific enough to your niche that it makes them feel seen, heard, and understood... and then they share it.

**SAVEABLE:** This is content that is providing something of value to your ideal follower.

This can be knowledge, encouragement, guidance, advice, ideas, etc. Anything that they would want to "save" and come back to later.

Both type of posts perform really well because they have the power to boost your engagement.

**REMEMBER:** The more shareable & saveable your Reels are, the more chance there is of it going viral!

# UNDERSTANDING THE ALGORITHM

"One of the main misconceptions we want to clear up is the existence of "The Algorithm." Instagram doesn't have one algorithm that oversees what people do and don't see on the app. We use a variety of algorithms, classifiers, and processes, each with its own purpose."

**A D A M M O S S E R I**

- head of Instagram

Instagram uses different 'signals' in its algorithms to populate each platform (feed, explore, reels, hashtags). People's explore pages are made up of recommendations of photos and videos that the algorithm finds for them, based on assumptions of what they've interacted with in the past.

## The 4 key Algorithms you need to know:

### FEED/STORY

Content that turns up first on your home feed and stories reel

### EXPLORE

Content that turns up first on your Explore Page

### REELS

Content that turns up first in your reels surfaces

### PENALTY

Community Guideline violations that flag your content

# FEED/STORY ALGORITHM

## Where people want to see content from their friends & family

In your home feed and stories, you will see the recent posts shared by people you follow, in preference of different 'signals'. Everyone's feed will be different, depending on how these signals understand you and your activity

## The most important signals to rank on feed:

### 1) INFORMATION ABOUT THE POST

popularity, content type, video length, location tags, etc.

### 2) INFORMATION ABOUT THE POSTER

your relationship with the poster (i.e. how often you interact with them)

### 3) YOUR ACTIVITY

what you're typically interested in, how many posts you like, which posts you interact with

### 4) YOUR HISTORY OF INTERACTION

how interested you might be in seeing a particular person's post (whether you comment on their posts, DM each other, etc)

All these signals are taken into account then a set of educated guesses are made over how likely you are to interact with a post, which will determine what you see at the top of your home feed

# REELS ALGORITHM

Where you'll see content designed to entertain you

The reels algorithm focuses on content that is entertaining or funny, with an eye towards promoting smaller and new creators

The most important signals in reels feed:

## 1) YOUR ACTIVITY

Reels you've engaged with recently, and watched all the way through

## 2) YOUR HISTORY OF POSTER INTERACTION

Most likely to be someone you don't know - but someone you've interacted with in the past might be bumped up (same as Explore)

## 3) INFORMATION ABOUT THE REEL

Audio track used, AI video understanding, general popularity etc

## 4) INFORMATION ABOUT THE POSTER

how many times people have interacted with this account in the past few weeks, how popular their content is deemed to be

# EXPLORE ALGORITHM

Taking the explore algorithm into account, you need to ensure you're already ticking certain boxes if you want to consistently land on people's explore pages

## 1) HOW WELL YOUR POST IS DOING AND HOW QUICKLY PEOPLE INTERACT

increase organic engagement

engage with your existing audience

use CTAs and start conversations

The best way to increase your chances of getting on the explore page, is to already have a high level of engagement from your existing audience. Focus on increasing your engagement rate and engaging with your followers.

## 2) WHETHER THEY'VE INTERACTED WITH YOUR CONTENT IN THE PAST

have strong branding

provide helpful content

use CTAs to increase engagement

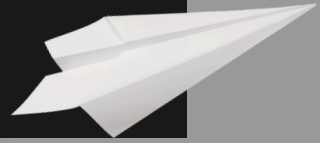
## 3) WHETHER YOUR POST RELATES TO A TOPIC THAT PERSON LIKES

use niche key words and hashtags

make sure all of your content relates you your niche

interact and collaborate with other accounts in your niche

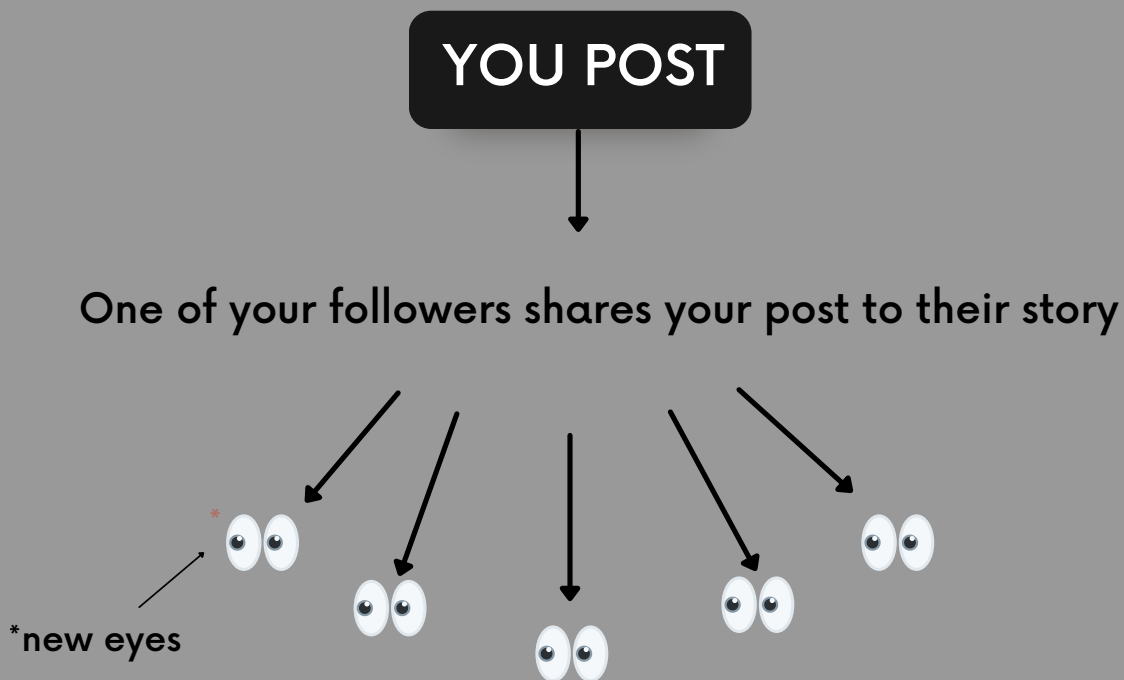
# GETTING MORE SHARES 1



Another awesome way to get your content seen by more people, and inevitably grow online - is through creating content that people want to **share**.

**Creating content** that gets shared by multiple people is one of the best ways that you can organically grow

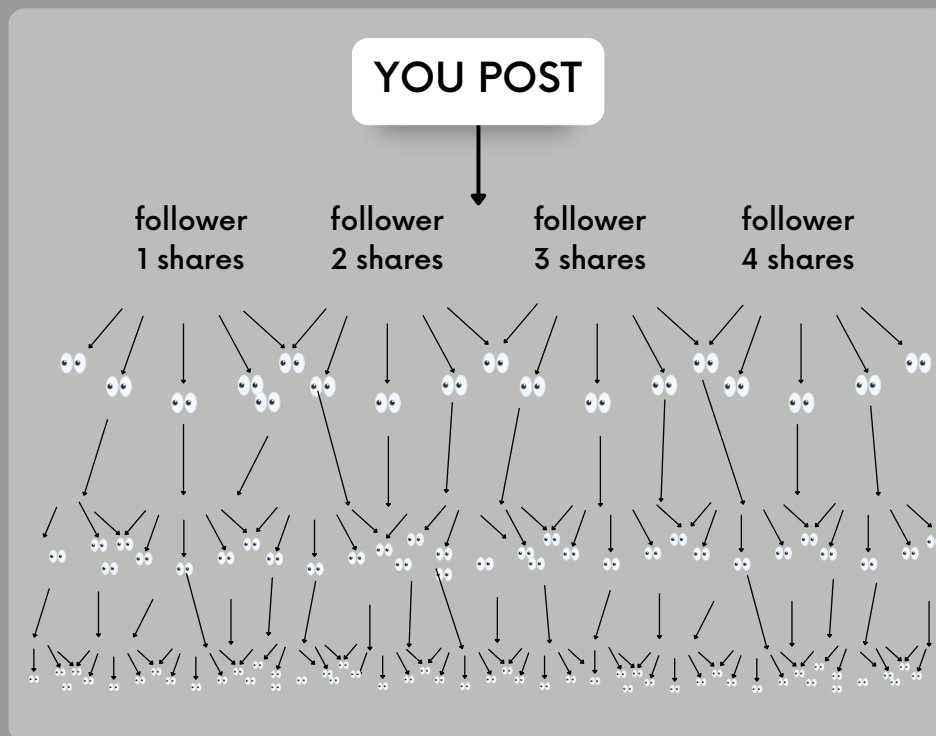
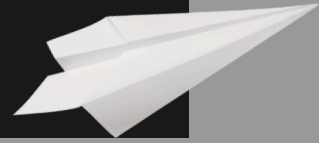
here's what happens when you create '**sharable**' content:



You're now exposed to multiple new eyes as their **audience** sees your **content**. If your content is 'hyper-sharable' - then these new eyes that see your content may also share your content to their stories, and their audience's with their followers too.

Creating an endless cycle of shares, and potentially 10s of 1000s of new eyes on your content.

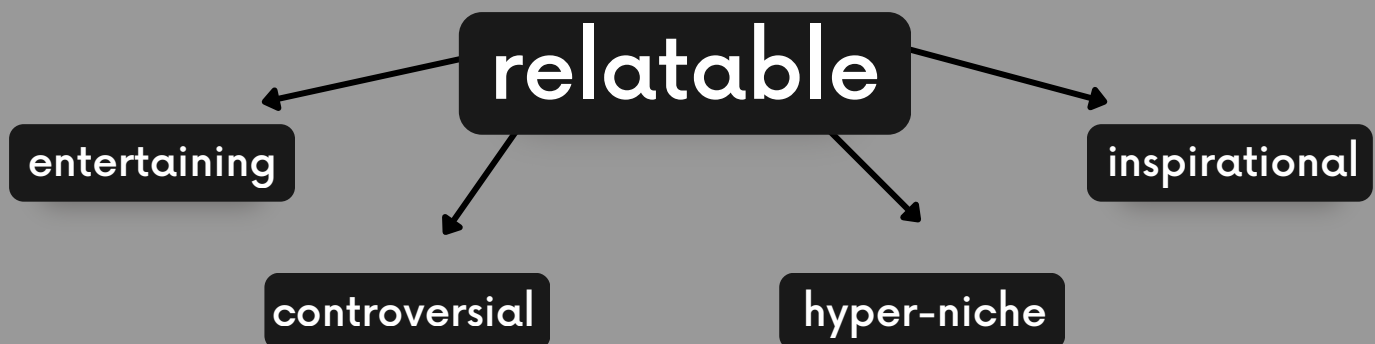
# GETTING MORE SHARES 2



So how exactly do you make **'hyper-sharable' content**? In order for a post to be 'hyper-sharable', it needs to be relatable to the **ideal people** you are trying to reach (i.e. your ideal/niche followers).

- makes us feel as though somebody 'understands' us
- allows us **reaffirm** a viewpoint we **already have** or **strongly disagree with**
- makes us feel as though we are part of a **community**

Relatable content comes in different forms:



# THE HOOK



**Your hook is KEY.** This is a quick, catchy phrase or word to get your **ideal audience** to stop scrolling and pay attention.

**You should have a strong hook in two places on your reel:**

**1. On-screen text:** The first words your viewer will see when scrolling by your reel. You have no more than 3 seconds to grab your viewers attention.

The job of this hook is to get them to stop their scroll and watch your reel.

You want to place this hook on your video as text.

**2. The start of your caption:** The first word(s) of your caption should be a showstopper.

The job of this hook is to get them to actually read your caption.

The better the caption is -> the more time spent reading it -> the more watch time your reel will get -> the more your reel will be pushed to more people.

**I have some BONUS hooks for you on the next page.**

# BONUS HOOKS

"Here's a shortcut for \_\_\_" (how to go from A to B)

"How to \_\_\_ in (x) minutes" (insert your audiences pain points) "The fastest way to \_\_\_" (achieve a specific goal)

"TOP5 \_\_\_" (insert a specific goal)

"Major mistakes most \_\_\_ make" (person of your niche)

"Step by step guide to \_\_\_" (insert a feasible goal)

"Why doing \_\_\_ (insert most common thing) will not help \_\_\_ (desire)!"

"Do this to \_\_\_" (how to go from A to B)

"5 toxic mistakes to avoid if you want \_\_\_" (desire)

"The biggest misconception about \_\_\_" (bust a myth)

"You've been doing \_\_\_ wrong your entire life!" (a specific topic)

"3 rules to unlock \_\_\_" (a specific outcome)

"5 ways to\_\_\_" (achieve a desired outcome)

"This hack will blow your mind!"

"My journey from 0 to \_\_\_" (name your current status)

"The real secret about \_\_\_" (a specific topic)

"You won't believe this \_\_\_ hack!"

"My secret strategy to \_\_\_"

"Fastest way to \_\_\_ now"

"If you want to \_\_\_ you need to try this!"

"Top 5 tips for \_\_\_"

"How to master\_\_\_"

# BONUS HOOKS

5 surprising facts about \_\_\_"

"If you want to achieve X, you need to \_\_\_"

"The most effective strategies for \_\_\_"

"My top resources for \_\_\_"

"The biggest misconceptions about \_\_\_"

"The most overlooked ways to \_\_\_"

"The #1 thing you need to know about \_\_\_"

"I never thought I could \_\_\_"

"The best advice I ever received about \_\_\_"

"Behind the scenes of \_\_\_"

"The one thing you're doing wrong that's holding you back from (goal)"]"

"Are you tired of (problem)? Here's how to fix it."

"Don't make these mistakes when (task or goal)"

"The truth about (common misconception or belief)"

"The (adjective) way to improve your (skill or task)"

"(Number) things you didn't know you could do with (product or service)"

"The ultimate guide to mastering (skill or task)"

"The best (skill or activity) hacks for (task or problem)"

(Number) reasons why (topic) is important"

"The Dos and Don'ts of \_\_\_"

"If you want to achieve X, you need to \_\_\_"

"The most common mistakes when \_\_\_"

# BONUS HOOKS

"The surprising truth about \_\_\_\_"

"The secret to \_\_\_\_"

"Top 5 tools for \_\_\_\_"

"The ultimate checklist for \_\_\_\_"

"How to overcome \_\_\_\_"

"The top trends in \_\_\_\_"

"The most effective strategies for \_\_\_\_"

"How I got from X to Y Ways to get your first \_\_\_\_"

"Stop doing this if you want X Steal my \_\_\_\_"

"Stop making these mistakes \_\_\_\_"

"5 facts you didn't know about \_\_\_\_"

"3 reasons why you need to start \_\_\_\_"

"The science behind \_\_\_\_"

"My top resources for \_\_\_\_"

"How to supercharge your \_\_\_\_"

"The top 5 things you need to know about \_\_\_\_"

"The secret to achieving \_\_\_\_"

"Behind the scenes of \_\_\_\_"

"The most common mistakes when \_\_\_\_"

"How I got from X to Y \_\_\_\_"

"The ultimate guide to \_\_\_\_"

"A step-by-step guide to \_\_\_\_"

# CALL-TO-ACTION (CTA)

**The CTA's in your reels are important to increase engagement, watch time, and follower/client conversion!**

Similar to your hook, you have a couple of different options when it comes to your CTA.

**Feel free to use one or both of these for each reel:**

**1. On-Screen CTA:** This can be used to either send your viewers to your caption for more info or direct them to take a specific action (i.e. commenting or sending a DM of a specific keyword).

I always say "Read Caption" or "Here's How 📌" for my audience to read more about the post in the caption.

**2. In-Caption CTA:** You'll want to include at least one CTA in your caption, and feel free to include more than one!

Use your caption CTA to direct viewers to take a specific action (i.e. following you, commenting something specific, sending a DM, sharing their point of view, etc.)

I sometimes use 2 CTA's which go something like "comment 'ready' for me to send the official link" or "follow me for more tips + inspo".

**Check the next page for your BONUS CTA's**

# BONUS CTA'S

- See caption for more 🙋
- Comment [WORD] for the link to \_\_\_\_
- Caption this!
- Head to my stories for more info!
- Share the love!
- Don't forget to SAVE this post for later!
- Follow me for more like this
- Share this with the first person who pops up when you hit share
- Share your take in the comments
- Share this with a friend who \_\_\_\_
- Can you relate? Comment below!
- Head to my link in bio for the free guide
- Steal my strategy in the caption
- If you found this post helpful, save it for later!
- Questions? Comment below!
- Head to the link in my bio to claim yours!
- If you agree, comment your favorite emoji!
- What did I miss? Comment below!
- Save this post for the next time you need \_\_\_\_
- Go vote for your favorite in my stories!
- Seats are limited, save your spot now!
- Like this post if you \_\_\_\_
- Turn on post notifications so you don't miss the \_\_\_\_

# YOUR MAIN MESSAGE

**Your main message is the message you're aiming to get across with your reel.**

**You have 2 options:**

You can put the "meat" of your main message as on-screen text in the reel itself

**OR**

Include it in your caption and use a quick CTA to send people to your caption like I just demonstrated.

**Remember, your main message is content that is either shareable or saveable - so, here are a few questions to ask yourself:**

- Are you providing value to your ideal client or follower?
- Is your message relatable to your ideal client or follower?
- Does your message give ideas, guidance, encouragement, or advice of some sort?

Your main message doesn't need to do ALL of these things, but it should do at least one of them.

**Since we are creating faceless reels, your content will need to be captivating to reel even more people in.**

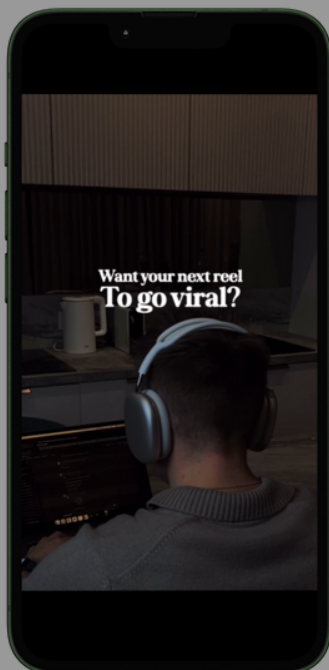
**In deciding whether or not to put your main message on-screen or in-caption, here's a few pieces of advice:**

- Only include it on-screen if you can do so without over-crowding the screen, making the text hard to read, or making the video too long.
- If you DO include it on-screen, try to edit the video so that the text pops up in sync with the rhythm or beat drops of your selected audio. I don't worry about this too much, but it's great if you can make it work!

It's even better if you do just one small chunk of text at a time!

- If it's too much text, just use a call-to-action right after your hook to send people to your caption.

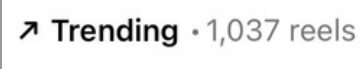
See **two examples** of an on-screen main message and an example of one of one reel where viewers are sent to the caption for the main message.



# TRENDING AUDIO

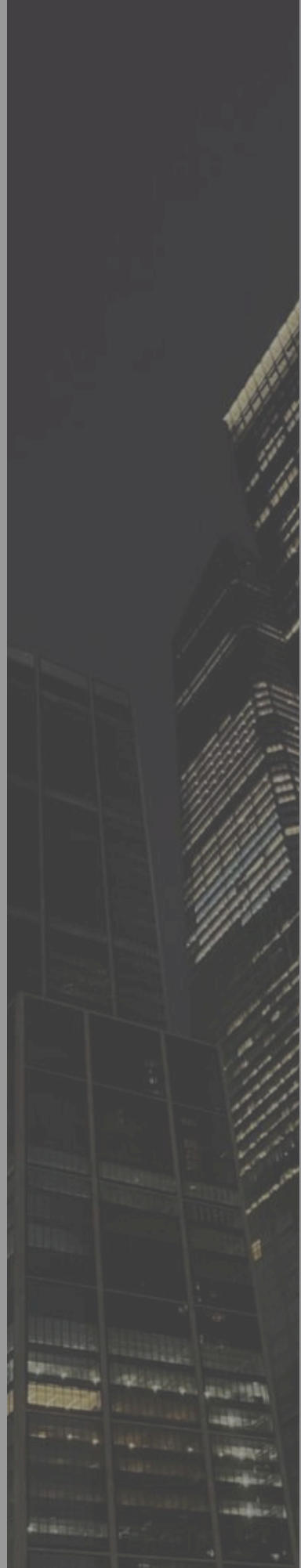
A “trending” audio is basically any audio that Instagram has highlighted as popular. Using a trending audio is KEY if you want to reach more people because Instagram is more likely to push your video out to more people.

You’ll know if an audio is trending if it has the diagonal up-arrow. If you click on that arrow on a video, it’ll take you to all the videos using that audio and you’ll be able to see how many times that specific audio has been used.

Then, if you click on this button:  you’ll see a list of the top 50 audios that are trending!

I recommend using trending audios with less than 5k uses, 10k tops. What’s even better is if the “original” video has more than 1M views with recent comments from the last few days, this means it’s likely to go off!

**TIP:** Use your scrolling time wisely! As you’re scrolling through IG and finding videos, audios, and/or trends you like, SAVE them! You can save reels into folders and you can also save your favorite audios to use later.



# COVER PHOTO

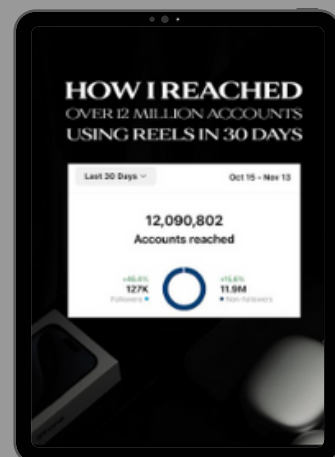
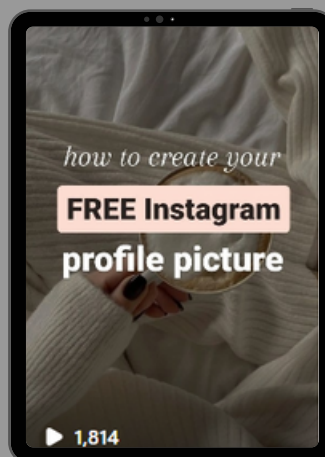
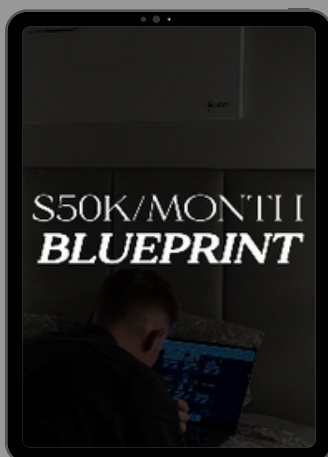
Your reel's cover photo is what people will see both in your profile "grid" (the main view of your profile) and in your reels tab.

Ideally, your cover photos make it clear what each reel is about, fit your brand, and encourage someone to click on your video if they've visited your profile.

Most people have pretty much agreed that perfectly aligned and aesthetically pleasing profiles aren't necessary. However, I think it is still important to **stay on brand** and make sure your reels' cover photos are a proper depiction of what to expect.

## Your options:

- Choose an existing frame from your video as your cover. Make sure the frame you choose includes at least the "hook" on-screen text.
- Upload a cover photo from your camera roll. You can use Canva or CapCut to design a cover photo if needed (use size 1080 x 1920 for a reel cover photo).



# GET CREATIVE + BE ORIGINAL

**A good way to reach a wider audience is by hopping on trends as early as possible.**

When you're scrolling Instagram, pay attention to reel trends you see over and over and use them to your advantage.

**The key here is to BE ORIGINAL.** Hop on trends and use trending audios, but put your **own** twist on them.

It's okay to be inspired by a trend, just do your best to make them your own.

Even without following trends, you setting trends by doing things first will also put you ahead of your peers.

It may be annoying seeing the same posts over and over again, but this is where your true creativity jumps out and you can express yourself uniquely.

## **SECRET SAUCE:**

**You don't always need to reinvent the wheel. If you see a Reel that has performed well, re-create it but DON'T copy. Put your own flavor and twist on it. The name of the game is to model what's already working.**

# YOUR CAPTION

Remember, your caption should start with a strong hook that gets people to expand your caption to read the whole thing, particularly if your main message is in your caption.

Some tips for your caption:

- If your caption is more than a few sentences long, **make sure to separate lines with a space often**. It's easier for people to focus on 1-2 sentences at a time versus trying to read a long paragraph.
- **Storytelling is key!** Share your experiences and be vulnerable and honest (even without showing your face). This is huge if you want to gain trust + convert viewers into followers + convert followers into clients.
- **Use emojis** but don't overdo it.
- If your caption is **catchy, engaging, and decently long** (separated out with spaces), this will help you get more watch time on your reel (especially if it's a short 5-7 second clip), which will mean it should get pushed out to more people.
- Make sure to **include your hook, CTA, hashtags and keywords, and signature** at the end.

# HASHTAGS + KEYWORDS

Hashtags are NOT dead. While I don't think they are the "end all, be all," **MANY** of the pros still recommend using them and personally, **I can still find a lot of content I like by using hashtags.**

Can you get great reach without them? Sure, and I have many times but I don't think using them will hurt you. **In fact, I've found using hashtags on a brand new account helps the algorithm get to know where to group your content, and who to push your content to.**

If you do choose to use hashtags in your caption, I'd focus on hashtags that are less saturated. It's less likely your video will be found with a hashtag that has millions of uses. **A good rule of thumb is using hashtags between 50k-100k uses for best discoverability.**

**Keywords are a newer emphasis on Instagram.**

Basically, you want to make sure your on-screen text AND your caption contain relevant keywords so that the algorithm pushes your content out to the right people.

For example, some keywords I like to make sure I include somewhere in my reel and/or caption are: entrepreneur, work from home, digital products, digital marketing etc. **I like to repeat the same keywords throughout my caption approximately 4-5 times for best results.**

If your caption is short or there are keywords you want to add, you can always just type them below your hashtags in your caption.

# MORE INSTAGRAM TIPS

**Font Choice:** Only use fonts that are easy to read on top of your video. If people have to squint or strain, or if the words blend in with the background, they'll scroll right by.

**Your Branding:** Speaking of fonts, I recommend staying consistent with what fonts and color schemes you use throughout your content. You want your brand to be recognizable.

**Video Length:** Most of your reels should be between 5-7 seconds long. This is a proven sweet spot.

**Filters:** Don't overdo it with the filters or use crazy abstract ones. Keep your content as natural and raw as possible. As an active user on social media, I do skip posts with heavy filters.

**Text Location:** Make sure your text is in a place that's easy to read and not covered up by your username, the start of the caption, or the like, comment, share button.

Basically avoid placing your text near the very top of your videos, the very bottom, and on the sides. Focus on keeping everything in the center.

**Save As You Go:** “Save As Draft” often. To be extra safe, save your drafts to your camera roll (you’ll have to save it without the audio, so make sure you have that audio saved to use later).

Instagram glitches and the last thing you want is to lose a reel you’ve worked hard on.

**Schedule In Advance:** You can create a reel and schedule it to post at a later time if needed.

**Pay Attention To Insights:** You need a business or creator account to see insights for your reels.

**And remember, it’s not all about likes. Sometimes, you’ll have more shares, saves, or comments than likes. Any type of interaction is good interaction.**

**Respond To Comments:** Take a few minutes in your free time to go through and respond to comments. This keeps people coming back to your reel and will improve your engagement rates. Engage with your followers, ask questions, and build that trust.

**Keep It Simple:** Reels don’t have to be complicated or time consuming. You can create and edit reels inside of Instagram to avoid all of the techy apps.

Some people NEVER post reels because they think that you need video editing skills to make them fancy and high quality. Don't overthink it! Try it out and find your style of content & stick to it.

**Be Patient:** Reels have a way of taking their sweet time sometimes! Sometimes mine start performing well DAYS/WEEKS after I posted them.

**If this is your first week posting reels, keep going and stay consistent. The algorithm doesn't start to recognize you until the 2nd or 3rd week, and most accounts don't start taking off until the 90 day mark.**

**Stay Consistent:** Play the long game. Don't just post to try to go viral. Keep your ideal follower in mind and consistently show up for them. The algorithm is NOT out to get you.

**I'd like to share a quote with you that has always stuck with me:**

**"Fast success builds ego, slow success builds character." - unknown**

There is NOTHING wrong with slow growth. Any growth (big or small) is growth.

## IG CHEAT SHEET

# OVERALL IG CHECKLIST

- ✓ **Plan Ahead:** Don't wing it. Know your message, your hook, and your call-to-action before hitting that record button. I recommend planning out a week of Reels you can just have on hand.
- ✓ **Quality Over Quantity:** It's better to have one well-crafted Reel than multiple mediocre ones. Invest time in editing for a polished look.
- ✓ **Keep It Short and Sweet:** Instagram Reels should be up to 7 seconds. Remember, less is more. Aim for 5-7 seconds for maximum engagement.
- ✓ **Leverage Trending Music and Effects:** Utilize Instagram's library of trending music and special effects, and templates to make your Reels more engaging and shareable.
- ✓ **Use Captions:** Your hook got their attention. Your captions should have enough information that it will keep them reading allowing for your Reel to continue looping. This is great for the algorithm.
- ✓ **Engage with Your Audience:** Respond to comments and questions on your Reels. This not only fosters community but also boosts your Reel's visibility. Use automation tools to help you with this to save time.
- ✓ **Analyze and Adapt:** Use Instagram Insights to track the performance of your Reels. Take note of what's working and refine your strategy accordingly.
- ✓ **Be Authentic:** Authenticity resonates. Be yourself, and your audience will be more likely to engage and follow through on your call-to-action.
- ✓ **Consistency is Key:** Regular posting increases your chances of hitting it big. Aim to post at least 4-5 times per week to keep your audience engaged and attract new followers.
- ✓ **Cross-Promote:** Don't limit your Reels to Instagram. Share them on other social platforms and even in your email newsletters to maximize reach.

# INSTAGRAM HIGHLIGHTS

Posting to your Instagram Stories is one piece of your marketing strategy you do not want to ignore.

**People viewing your stories are interested in you and what you have to offer.**

**I recommend showing up in your Stories and sharing things such as:** Update on your sales, screenshots of messages/testimonials coming in, or even just a peek into your everyday life. These are all great ways to build a connection with your audience.

I also find that a large percentage of my sales are made straight from my stories. This is a great place to post about your products and what they have to offer. You can also share a direct link to purchase in stories which makes it very easy for customers to grab your products.

Once you start posting Stories that can be helpful for your audience, you will want to create some Highlights for your profile.

**I recommend having Highlights for things like:**

Your results

Your story/your why

FAQ

Info about your freebie

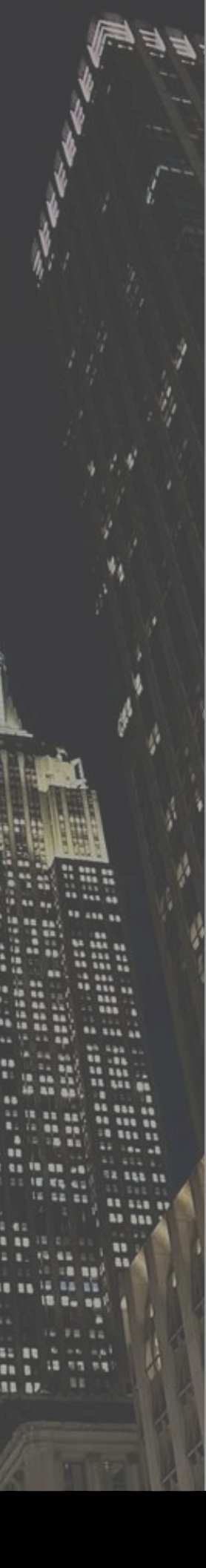
Info about your digital product

Testimonials

A large, two-story Tudor-style house with a prominent chimney and a gabled roof. The house features dark wood framing and light-colored walls. In the foreground, a paved driveway holds three vehicles: a black sports car on the left, a white SUV in the middle, and a silver sports car on the right. The scene is set against a dark, overcast sky.

# CHAPTER 10

## LEGAL (RESELL RIGHTS)



The great news is that setting up your Terms & Conditions for your Stan Store is pretty simple. You can use **[THIS LINK](#)** to walk through the process of adding yours to your checkout pages.

**There are TWO PARAGRAPHS (the first two numbered points) of your Terms & Conditions you will want to modify for the purposes of offering Private Label Rights so that your customers will have the ability to modify and resell your guide. You can select those two paragraphs and simply replace it with the following:**

**Paragraph 1:**

Subject to your compliance with these Terms of Use, the Company hereby grants you Private Label Rights upon purchase of ***[insert name of your digital products here]***, which grants you the rights to modify, claim authorship of, and resell this product for 100% of the profits. Additional rights include: the right to add this product to a membership site or bundle within a package; the right to create audio or video products using this product; the right give away the product to subscribers or customers; the right to change sales page and/or graphics; the right to break up the product into separate sections; the right to add or remove content to the product; the right to put your name on it; the right to edit or create your own covers for the product; the right to give away, sell, or transfer the Private Label Rights to any third party.

## Paragraph 2:

All Content NOT included within *[insert name of your digital products here]* itself, including graphics, Stan Store descriptions, and social media content and videos relating to the product, are copyrighted unless otherwise noted and are the property of the Company and/or a supplier to the Company. No such materials may be used except as provided in these Terms of Use.

Then replace any blank lines in the rest of your Terms with your name and/or business name or contact information when directed.

\*After you finish, be sure to save your updates.

**\*\*It's important to note that different countries will have different requirements for the legalities of owning your own business. Please ensure you research this individually and always ask for professional help, should you require it.\*\***