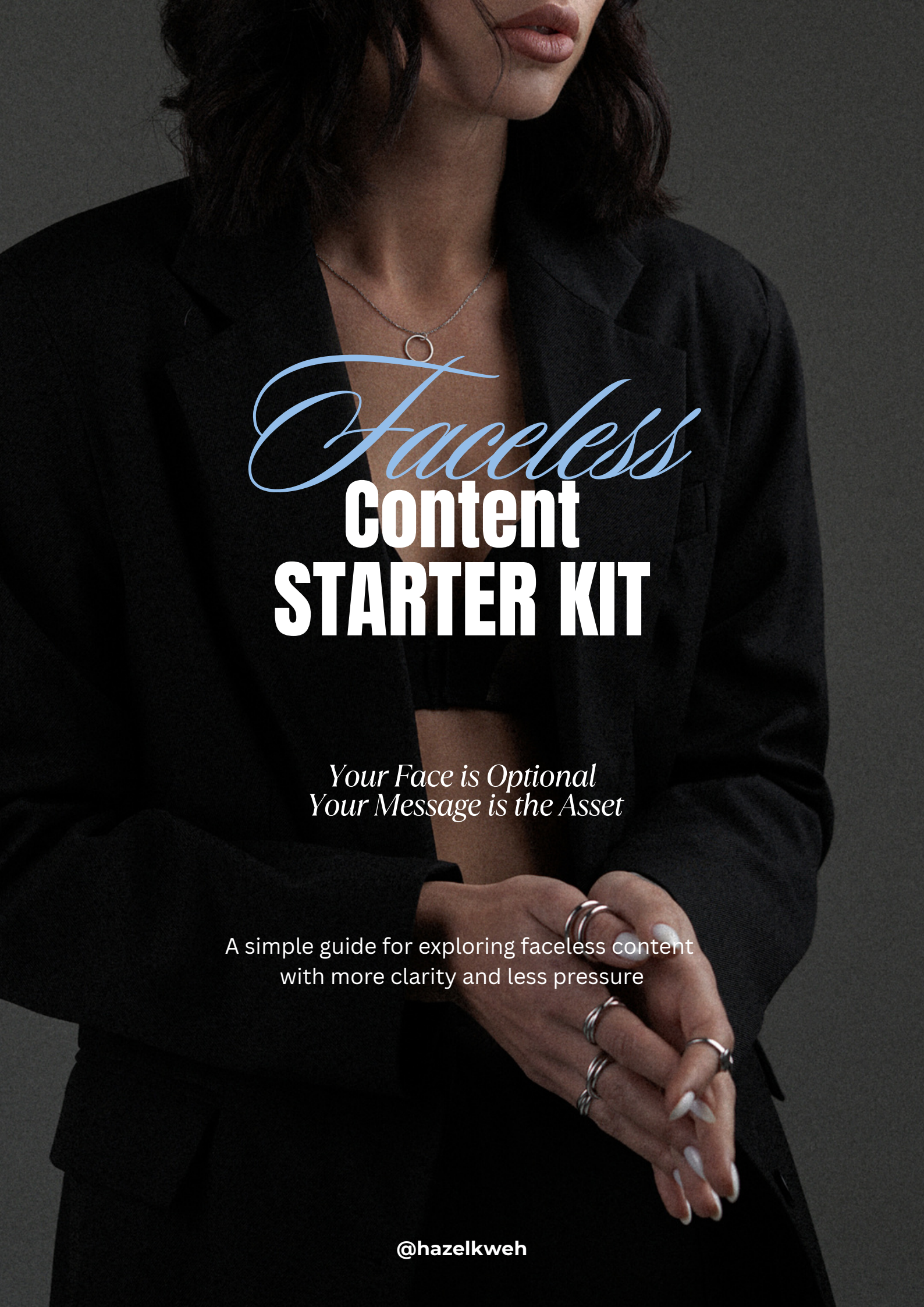




Faceless **Content STARTER KIT**

*Your Face is Optional
Your Message is the Asset*

A simple guide for exploring faceless content
with more clarity and less pressure

@hazelkweh



*Explore what you can create,
share and build online
without showing your face.*

Hellooo friend!

Maybe you have been thinking about creating content for a while.

You have saved ideas, watched other people build pages from home, and wondered whether you could do something similar. Maybe you want a creative outlet. Maybe you want more flexibility, a side hustle, or work that could grow with your life.

But every time you think about starting, the same thoughts come up.

I do not want to show my face.

I do not know what I would post.

I am not confident on camera.

What if people I know see it?

My life is not interesting enough.

What if I put in the effort and nobody cares?

If any of that sounds familiar, you are in the right place.

For three years, I created content without showing my face. I started by sharing our home, renovation lessons, cleaning and organisation ideas, useful finds and little parts of everyday life if time permit.

I did not start with a polished plan or a perfect content strategy. I just started with something I genuinely enjoyed sharing, and faceless content gave me a way to do that without feeling like I needed to be fully confident, camera-ready or comfortable being visible online first.

Over time, this little page (@hazelkweh) grew into a community of more than 33,000 people and became real income I could earn from home. Truly blessed :')

I have seen firsthand that faceless content can be more than just a way to hide behind the screen. It can be a real way to share what you love, build a community and create opportunities from home.

That is why I am so passionate about sharing it, and why I created this mini guide. I hope it helps more women see that they can begin too, in a way that feels comfortable and true to them.

Not because faceless content is a shortcut, and not because you need to turn every interest into a business. But because it can be a real, flexible place to begin.

You can share what you know, what you are learning, what you use, what you are building, what you love and the real life you are already living.

If you have been waiting for permission to explore content creation in a way that feels more like you, this is it.

With love,
Hazel

WHAT FACELESS CONTENT CAN LOOK LIKE?

Faceless content simply means your face is not the main visual. You can use your hands, home, desk, routine, screen, products, process, voice or text to communicate a useful idea, story, lesson or recommendation.

Format	What it could look like
Text-led B-roll	Everyday clips with a clear on-screen message.
Voiceover Reel	Your voice over clips from your home, work, routine or process.
Screen recording	Show how you use an app, tool, website or workflow.
Hands-only tutorial	Demonstrate a recipe, project, product, craft or routine.
Product-focused content	Show an item, explain how you use it or share an honest review.
Photo or carousel	Teach, recommend or tell a story with images and text.

WHY FACELESS CAN BE A GOOD PLACE TO BEGIN?

Faceless content is not about hiding your personality. It is about choosing a way to share that feels more comfortable, practical and sustainable for the season you are in.

You can still build connection, share useful ideas and create something people genuinely want to come back to, even when your face is not the main part of the video.

Here are a few reasons faceless content can be such a good place to begin.

What it offers	Why it may matter to you
More privacy	You decide how much of your life, identity and appearance you want to share.
Less pressure	You can practise creating without making camera confidence the main challenge.
Creative flexibility	Use text, voiceover, screens, products, routines and everyday visuals.
A realistic pace	Capture short clips while living your life instead of needing a filming day.
Practical & transferable skills	Learn storytelling, filming, editing, product communication and audience understanding.
Business & income possibilities	Over time, content can support an offer, affiliate links, UGC, services or a product-led business.

FACELESS CONTENT DIRECTION

The beauty of faceless content is that it does not have to look one specific way.

Some people share their homes. Some share practical routines. Some create recipes, reviews, tutorials or screen recordings. Some share a hobby, a work process, a personal season or something they are learning.

Your content can be built around the things you **already care about, use, enjoy or are living through.**

The question is not: “What is the perfect niche?”

The question is: “What part of my life, experience or interests could I genuinely see myself sharing more of?”

You do not need to answer that perfectly right now. But if that question has been keeping you stuck, I made something to help.

NEED HELP FINDING YOUR DIRECTION?

If you keep thinking, “I like the idea of faceless content, but I still do not know what my account would actually be about,” you are not alone.

Most women do not lack ideas. They are carrying too many: past careers, hard seasons, hobbies, home systems, lessons, strengths, interests and things they have learned along the way. The hard part is seeing which pieces connect and which one is worth exploring first.

That is why I created **The Next Chapter Workbook**.

It is a guided workbook to help you uncover the strengths, experience, lessons and interests you already carry, then turn them into a clearer direction for what you could share online. Instead of staring at a blank page and wondering what your faceless account should be about, you will have a starting point that feels personal, natural and connected to the life you are already living.

It is for the woman who knows she wants something more, but needs help seeing what is already in her hands.

THE NEXT CHAPTER WORKBOOK

A guided workbook to uncover what you already carry,
choose a clearer niche direction
and identify a first idea worth exploring.

[View Here](#)

YOU DO NOT NEED TO BE AN EXPERT

A common belief that keeps people stuck is: “I do not know enough to create content.” But you do not have to position yourself as an expert to contribute something useful.

You can...	Instead of feeling you must...
Share what you use	Have a formal credential
Document what you are learning	Have every answer
Show a process you genuinely follow	Invent a completely new method
Recommend something you tested	Be an authority in every category
Tell a specific story or lesson	Teach a full masterclass
Gather useful ideas around a topic	Know everything before you begin

The most helpful place to begin is honest specificity. Show what you actually use, do, learn, make or notice.

Remember, your perspective is what makes it yours.

START NOTICING WHAT YOU CAN FILM

Once you start thinking about content, you will begin noticing that your everyday life already gives you plenty to work with.

You can film your hands making coffee, packing lunches, cleaning, working at your laptop, writing in a notebook, planning your week, using a product, cooking, walking, organising a drawer or working on a project.

You do not need to make everything look overly polished. Just capture small, real moments as they happen. A few seconds here and there adds up quickly. Before you know it, you have a library of clips you can use for your content.

Category	Simple clips
Home	Opening curtains, tidying, cleaning, cooking, making coffee and resetting a room
Hands and details	Writing, typing, folding, unpacking, arranging and holding a product
Work and desk	Laptop work, planning, notebooks, packaging, brainstorming and app use
Routine	Getting ready, shopping, commuting, walking, meal prep and an end-of-day reset
Products	Unboxing, close-ups, how you use it, results and before-and-after
Screen	Canva, planning tools, an app, a website, a search or a workflow
Movement and mood	Walking, rain, sunshine, a café, an errand or a quiet work moment

Want a simple way to organize your content?

MY CONTENT TOOL FOR ORGANISATION & WORKFLOW

When I started taking content more seriously, I got tired of having ideas all over the place, in Notes, saved Reels on Instagram, random screenshots and B-roll buried in my camera roll.

So I created this that I use daily to keep it all in one place.

THE CONTENT WORKFLOW PLANNER

A simple, customisable Trello board for organising your content ideas, saved inspiration and audio, B-roll clips, weekly plans, filming, captions, editing and repurposing.

If you want a calm workflow while you explore faceless content, this is the tool I created and use to keep the process clear.

[View Here](#)

CAN FACELESS CONTENT BECOME A SIDE HUSTLE?

Faceless content can be a way to build a skill, a portfolio, an audience or a content-led business. It can also remain a creative outlet. There is no single right destination.

As you become clearer on what you enjoy making and what people respond to, content can eventually support several paths:

Possible path	What it may involve
Affiliate content	Sharing products or tools you genuinely use and earning a commission when someone purchases through your link.
UGC	Creating product videos for brands to use on their own social channels or advertisements.
Digital products	Packaging a useful process, template, guide or resource around a specific problem.
Services	Offering content support, editing, planning, design, copywriting or another learned skill.
Brand partnerships	Working with brands that are a genuine fit for you and your audience.
Your own business	Using content to build trust before inviting people into an offer, product, service or community.

None of these are automatic, and you do not need to chase all of them. Start by exploring a direction that feels sustainable and useful. Skills and clarity build over time.

READY TO BRING YOUR CLIPS TO LIFE?

Faceless content can be simple, but knowing how to put your clips together can make a huge difference.

I am creating a beginner-friendly Faceless Editing Tutorial where I will show you how I turn simple everyday B-roll into clear, engaging content.

Inside, I will walk you through how I choose clips that work together, create text-led and voiceover Reels, make text easy to read, edit with a simple flow and rhythm, add music without making the video feel busy, and create content that feels natural, intentional and feels like you.

JOIN FACELESS REELS EDITING MADE SIMPLE WAITLIST

Get first access when it opens, along with launch details
and any early-bird offer with lowest price guarantee
only available to waitlisters.

[Join Here](#)

WHAT WOULD HELP YOU THE MOST NEXT?

If you are thinking...	Start here
"I want to learn how to edit reels without showing my face"	Join the Mini Faceless Reels Editing waitlist here
"I wish to explore content creation but not sure if it is suitable for me"	Explore the Next Chapter Workbook here
"I need help with organising my content workflow and simplify editing process workflow"	Get the Content Workflow Trello Planner here
"I want to know how to create content that builds trust & attract the right people"	Explore My Trust-Led Content Workshop Waitlist here

There is no pressure to do everything at once. Start with the next step that feels most useful for the season you are in.

THANK YOU FOR BEING HERE :)

A Sweet Reminder.

You do not need to show your face to start. You need a direction that feels like you, a willingness to learn and a small amount of courage to take the first step.

Start where you are. Use what you already have. Let the next step become clear after you take the one in front of you.

Rooting for you,
Hazel



She is clothed with strength and dignity, and she laughs without fear of the future.
Proverbs 31:25