

The Faceless Reels Vault.

30 plug and play reel templates with hooks, scripts, visuals and CTAs,
so you stop starting from scratch every single time you sit down to film.

No face. No blinking cursor. No starting from scratch.

You don't need to think harder. You need to stop starting from scratch.

Here's what actually happens. You open Canva, you stare at a blank file, you think of three reel ideas, you pick one and hate it, you pick another and hate that one too, and then you close Canva. Tomorrow looks identical.

It isn't a face problem and it isn't a confidence problem. It is a starting from scratch problem, because every time you sit down to film you rebuild the whole wheel, the hook, the structure, the visual, the caption, the CTA, and by the time you have made the first decision your filming window has gone.

That isn't laziness. It is what happens when a brain runs on interest rather than importance. Starting gives you the spark. The boring middle gives you nothing back, so you stall in front of it and call yourself inconsistent.

And if the thought of your own face on camera makes your chest go tight, that isn't vanity. I have ADHD, and the part of me that replays two seconds of my own voice at midnight is the same part that has kept me off my own grid for weeks at a time. Faceless isn't hiding. It is choosing the version of this that you will actually keep doing.

This vault is the shortcut past all of it. Inside are 30 full reel templates, every hook, every line of script, every visual direction and every CTA, written for you to copy, swap, record and post inside ten minutes. Use them in order, use them out of order, rotate them for six weeks of content without repeating yourself.

No face. No blinking cursor. No starting from scratch. Now open the vault.

Press record,

Lisa x

How to use the vault.

Every template has four parts. Understand these once and you can use this book for the next six months without thinking about it again.

-
- 01 **Hook.** The opening line, on screen text plus voiceover. Your first two seconds.
 - 02 **Script.** What you say, or write on screen, for the body of the video.
 - 03 **Visual direction.** What to film. Specific, simple, faceless.
 - 04 **CTA.** The last line, the one that drives a comment, a click or a save.
-

The ten minute recording rule.

-
- 01 **Pick a template.** Don't scroll through all 30 every time. Pick one and close the book.
 - 02 **Swap in your niche.** Replace the [bracketed words] with your own specifics and keep the structure exactly as it is.
 - 03 **Film the visual.** Your phone, natural light, one clip or a loop of three. No editing gymnastics.
 - 04 **Add on screen text.** CapCut or InShot, same font every time, because consistency is what builds the brand.
 - 05 **Voiceover or silent.** Silent reels with strong text convert just as well, so pick whichever is easier today.
 - 06 **Post.** Don't perfect. Most of these take ten minutes, and the ones that take off are rarely the polished ones.
-

Post at least three of these a week for four weeks before you judge any of it. Reels compound. What lands flat in week one often picks up in week five, and consistency is the entire game.

30 templates. Three sections.

Nothing in here needs to be read in order. If you have ten minutes and no idea what to post, open a section, take the first template your eye lands on, and film that one.

-
- | | | |
|-----------|---|---------|
| 01 | Scroll Stoppers
Ten templates that hook her in two seconds. | page 05 |
|-----------|---|---------|
-
- | | | |
|-----------|---|---------|
| 02 | Value Drops
Ten templates that teach without lecturing. | page 09 |
|-----------|---|---------|
-
- | | | |
|-----------|--|---------|
| 03 | Story Sells
Ten templates that convert without pitching. | page 13 |
|-----------|--|---------|
-
- | | | |
|----------|--|---------|
| + | The Posting Playbook
How to actually run this system week to week. | page 17 |
|----------|--|---------|
-

01

Ten scroll stoppers.

Your first two seconds decide everything. These ten templates are engineered for one job, which is to make her stop mid scroll. Use them to grow the account.

01 THE PATTERN INTERRUPT

“If you’re [specific situation], stop what you’re doing and watch this.”

SCRIPT

I wish someone had told me this sooner. If you’re [problem], here’s the one shift that changed everything: [your insight]. Don’t skip this.

VISUAL DIRECTION

B-roll of hands typing on a laptop, closing a notebook, or a slow pour of coffee. Text overlay: the hook in big caps, centre screen. Hold two seconds before you cut.

02 THE BOLD TAKE

“Unpopular opinion: [your strong belief about your niche].”

SCRIPT

Here’s why. [Reason 1]. [Reason 2]. [Reason 3]. Save this for the next time someone tells you otherwise.

VISUAL DIRECTION

One static clip, a desk, a window, a steaming drink. Let the text do the work. Add three separate text boxes that appear in sync with each reason.

03 THE CURIOSITY LOOP

“Nobody’s talking about this, but it’s why you’re [painful result].”

SCRIPT

Everyone’s telling you to [common advice]. But the real reason you’re stuck is [contrarian insight]. Here’s what to do instead: [one tip].

VISUAL DIRECTION

A slow motion clip of something ordinary, pouring water, opening a drawer, walking down a corridor. The mismatch between a dramatic hook and a quiet visual is what stops the scroll.

04 THE POV

“POV: you’re [outwardly successful] but secretly [internal pain].”

SCRIPT

You look fine. You’re doing well. But you’re exhausted, you’re underpaid for the hours you’re giving, and something has to change. Here’s what I did: [brief transformation].

VISUAL DIRECTION

Lifestyle b-roll, laptop and coffee, notebook and pen, a hand on a steering wheel. Moody, not sad. The POV text lives top centre the whole time.

05 THE CALLOUT

“To the [very specific version of her] reading this, this is your sign.”

SCRIPT

To the mum Googling “how to make money from home” at 10pm with cold coffee, I made this for you. You’re not late. You’re not behind. You’re exactly on time.

VISUAL DIRECTION

Night time b-roll. A lamp. A laptop glow. Headphones on a desk. Warm, quiet, slow. Overlay the hook and let it sit.

06 THE NUMBER HOOK

“3 things I wish I’d known before I [started / quit / tried].”

SCRIPT

One: [specific lesson]. Two: [specific lesson]. Three: [the one that hit hardest]. Save this. You’ll need it.

VISUAL DIRECTION

Three separate short clips, one for each point. Hands writing, a laptop closing, a door opening. Number 1, 2, 3 in the top corner. Fast cuts.

07 THE CONFESSION

“I nearly didn’t post this. But if one person needs it...”

SCRIPT

Here’s what I’ve been avoiding talking about: [honest thing]. If you’ve been feeling [relatable feeling], this is your permission slip to [action].

VISUAL DIRECTION

A single slow shot, window light, steam off a coffee, pages of a notebook. Low fi. Personal. Honest.

08 THE REWIND

“If I had to start again tomorrow, here’s exactly what I’d do.”

SCRIPT

Step one: [first move]. Step two: [second move]. Step three: [the move most people skip]. That’s it. That’s the whole roadmap.

VISUAL DIRECTION

Three short clips in sequence, one action per step. Morning scene, midday scene, evening scene. It should feel like a day in the life of a plan.

09 THE DIRECT CHALLENGE

“Stop doing [common thing]. Do this instead.”

SCRIPT

You’ve been told to [common advice] and it’s keeping you stuck. Here’s what actually works: [your approach]. Try it for seven days.

VISUAL DIRECTION

Split screen feel. Clip 1: hands scrolling or typing mindlessly. Clip 2: the same hands doing the better thing. The contrast sells the point.

10 THE QUESTION OPEN

“Why are you still [doing the thing that isn’t working]?”

SCRIPT

It’s not laziness. It’s not lack of motivation. It’s this: [the real reason]. And here’s the one thing to do about it today.

VISUAL DIRECTION

Static b-roll, a window, a candle, a bookshelf. The question lives top centre. Let the viewer sit with the discomfort and don’t rush the cut.

02

Ten value drops.

These templates teach without lecturing. They are save worthy, share worthy, and they position you as the woman who knows, without you ever having to say the word expert out loud.

11 THE LISTICLE

“5 [things / signs / mistakes] that mean [outcome].”

SCRIPT

One: [punchy line]. Two: [punchy line]. Three: [the one that stings]. Four: [specific]. Five: [the resolution]. Save this.

VISUAL DIRECTION

Fast cut b-roll, a new clip per point. Keep each text overlay to a maximum of seven words. Numbered text in a corner, same position every time.

12 THE FRAMEWORK

“The exact framework I use to [specific outcome]. Steal it.”

SCRIPT

Step 1: [verb plus specific action]. Step 2: [verb plus specific action]. Step 3: [verb plus specific action]. That's it. Follow the order.

VISUAL DIRECTION

A hand writing each step on paper, extreme close up. Or a laptop screen with a numbered list being typed. Satisfying, visual, clear.

13 THE MISTAKE REVEAL

“The #1 mistake [your audience] makes with [topic].”

SCRIPT

It's not [obvious wrong answer]. It's not [second obvious wrong answer]. It's this: [the real mistake]. And the fix is simpler than you think.

VISUAL DIRECTION

A single continuous clip that feels intentional, a slow zoom on a coffee cup, a hand closing a notebook. Two text overlays reading “not this... not this...” then the reveal.

14 THE MYTH-BUSTER

“You've been lied to about [topic]. Here's the truth.”

SCRIPT

They told you [common myth]. Wrong. The truth is [reality], and it changes everything about how you approach [outcome].

VISUAL DIRECTION

Split structure. First clip is the myth, visualised. Second clip is the truth, visualised. Text flips from strikethrough to bold.

15 THE MINI-MASTERCLASS

“60 seconds that will change how you think about [topic].”

SCRIPT

Most people think [X]. But actually, [reframe]. Here's why it matters: [consequence]. And here's what to do with it: [action]. That's the whole lesson.

VISUAL DIRECTION

One static clip. Let the words do the work. This is a listen closely reel, so no visual distraction. Ideal for a voiceover or stark text.

16 THE BEFORE / AFTER

“What changed when I stopped doing [thing].”

SCRIPT

Before: [specific painful state]. After: [specific better state]. The shift? [the one habit or decision that changed it].

VISUAL DIRECTION

Two clips side by side or in sequence. The before clip feels cluttered and rushed, the after clip feels calm and clear. Same desk, different energy.

17 THE SWIPE FILE

“Save this if you [specific goal].”

SCRIPT

Here are the exact [tools / prompts / scripts / steps] I use for [outcome]. Screenshot each one. Thank me later.

VISUAL DIRECTION

On screen slides with each item held clearly for two to three seconds. Built entirely in CapCut, no b-roll needed. Pure save bait.

18 THE Q&A

“Answering the question every [audience] asks me.”

SCRIPT

The question: [common question]. Short answer: [direct answer]. Long answer: [three sentences of nuance]. Follow me for more of these.

VISUAL DIRECTION

Hands on keyboard b-roll, or a phone showing a DM. The question floats in as a text notification, then the answer fills the frame.

19 THE TOOL DROP

“The [tool / app / resource] that replaced [old thing] for me.”

SCRIPT

I used to [old way]. Now I use [tool]. It's [benefit 1], [benefit 2], and it's genuinely free or cheap. Here's how to use it: [one tip].

VISUAL DIRECTION

Screen record of the tool in action, laid over a soft b-roll background. Zoom in on the key feature. Clean, practical, share worthy.

20 THE TIME AUDIT

“What I'd do if I had only [short time] a day to [outcome].”

SCRIPT

Morning: [15 minute action]. Midday: [15 minute action]. Evening: [15 minute action]. That's it. That's the day.

VISUAL DIRECTION

Three mini clips for morning, midday and evening. Each shot has its own visual cue: coffee, laptop, lamp. Clock icon in the corner for time.

03

Ten story sells.

These are the ones that convert without pitching. Story before strategy, always. Use them when you have an offer to promote and you don't want to sound like every other person selling something online.

One honest build rule. Templates 22 and 27 use a message from a real person. Only ever run them when the message genuinely exists, anonymised, with her permission. A borrowed screenshot is the fastest way to lose the only thing you actually have, which is that people believe you.

21 THE ORIGIN

“6 months ago I was [specific painful situation].”

SCRIPT

Today I’m [specific new reality]. The one thing that changed it? [your insight, or your offer, named gently]. If you’re where I was, I made something for you.

VISUAL DIRECTION

A before clip, moody, then an after clip, light and calm. Same location, different mood. The viewer watches the shift happen.

22 THE READER STORY

“Someone sent me a message last week that stopped me in my tracks.”

SCRIPT

She said: [the thing she actually wrote]. And it reminded me why I do this. If you’ve ever felt the same, you’re not alone, and there is a way through it.

VISUAL DIRECTION

A phone on a desk showing a blurred message. A hand reaching for it. Slow, intimate. The text overlay is the quote.

23 THE LESSON

“I made a big mistake so you don’t have to.”

SCRIPT

I [mistake]. It cost me [consequence]. Here’s what I learnt: [the takeaway]. Don’t be me. Do this instead.

VISUAL DIRECTION

Moody, slightly darker b-roll for the mistake half, a closed laptop, a cold coffee. Shift to lighter tones for the lesson half.

24 THE CAR MOMENT

“I remember sitting in my car, crying, thinking this can’t be it.”

SCRIPT

If that’s you right now, I’ve been there. And there is a way through. It’s not easy, but it’s simpler than you think. Here’s where to start: [the entry action].

VISUAL DIRECTION

POV from a car, a steering wheel, a passenger seat, a rainy window. One clip. Let it breathe. The text does the emotional work.

25 THE DECISION

“The day I decided to [bold thing] was the day everything shifted.”

SCRIPT

I stopped [old behaviour]. I started [new behaviour]. Within [time], [result]. If you're on the fence, this is your sign.

VISUAL DIRECTION

A single decisive action, closing a laptop, tearing off a calendar page, opening a door. Symbolic, quick, clean.

26 THE SOFT LAUNCH

“I’ve been working on something quietly. It’s finally here.”

SCRIPT

[Offer name] is for [specific woman] who wants [specific outcome]. It's [format], it's [price], and it's live. Link in bio when you're ready.

VISUAL DIRECTION

A clean branded mockup of the product, made in Canva, sitting on a phone screen. A hand holding the phone. Calm, professional, no hype.

27 THE READER TEASE

“Someone who downloaded my Starter Kit just sent me this and I had to share.”

SCRIPT

“[Her actual words].” This is why I do what I do. If you want [same outcome], you know where to find me.

VISUAL DIRECTION

A phone on a table showing a screenshot of the message, anonymised. A hand lifting the phone slightly. Natural light.

28 THE REFRAME

“If you’ve been telling yourself [limiting belief], read this.”

SCRIPT

You’re not [negative label]. You’re [empowering reframe]. And the next step isn’t huge, it’s [small specific action]. That’s it. That’s how this starts.

VISUAL DIRECTION

A still, intentional shot, a single candle, a mirror, hands resting on a book. Text appears slowly, one line at a time. Breathable pacing.

29 THE BEHIND-THE-SCENES

“What building [your thing] actually looks like.”

SCRIPT

It’s not glamorous. It’s 45 minutes during nap time. It’s emails at 10pm. It’s imperfect and quiet and real, and it’s working. Keep going.

VISUAL DIRECTION

An honest, messy-ish workspace. Not staged. A used coffee cup, kids’ toys in the background, a laptop open. This one sells trust.

30 THE DIRECT INVITATION

“If you’ve made it this far, this is your invitation.”

SCRIPT

You’ve been watching from the sidelines. You’ve been saving posts. Now it’s time. [Offer] is open. Here’s where to start: [CTA].

VISUAL DIRECTION

A single closing clip, a door opening, a laptop powering on, hands wrapped around a mug. Invitational and warm. The text is the invite.



The posting playbook.

Thirty templates are nothing without a plan to post them. Here is how to actually run the vault, the weekly rhythm, the filming batch, and what to check when it looks like nothing is working.

The 3-2-1 weekly rhythm.

You don't need to post every day. You need to post with intention. This is the rhythm that grows a faceless account without burning you out, and it is deliberately six days, not seven.

-
- | | |
|----------|--|
| 3 | Scroll Stoppers. These grow the account. Post Monday, Wednesday and Friday. |
| <hr/> | |
| 2 | Value Drops. These build the trust. Post Tuesday and Thursday. |
| <hr/> | |
| 1 | Story Sell. This is the one that converts. Post Saturday. |
| <hr/> | |
| 0 | Sunday is off. Take it. That one is non negotiable. |
-

Why this works.

Scroll stoppers reach new people. Value drops convince those new eyes to follow you. Story sells turn followers into buyers. When you post only hooks the account grows but never earns, and when you post only value the account earns a little but never grows. This ratio keeps both moving at once.

The batching rule.

Film six reels at once, once a week, on a Sunday evening or a Monday morning, using the six templates you picked for that week. Batching is what makes this survivable, because it removes the daily decision, and the daily decision is where most women quietly stop.

Consistency is not posting every day forever. Consistency is posting on a rhythm you can still maintain in twelve months' time. Six reels a week for twelve weeks will beat twenty reels a week for three weeks, every single time.

When it isn't working.

You will hit a wall, probably somewhere around week three or four. Before you change anything structural, work down this list in order, because it is almost always one of these six things rather than the strategy itself.

-
- 01** **Is your first two seconds strong enough?** If the hook isn't stopping scrolls then nothing after it matters. Rewatch your own hook with the sound off and ask whether a stranger would stop.

 - 02** **Are you actually posting consistently?** Consistent means six reels a week for at least four weeks before you judge anything. Under that, you haven't given the algorithm enough to work with.

 - 03** **Is your content for someone specific?** Vague reels die quietly. Written for women reaches nobody. Written for the mum Googling how to make money from home at 10pm reaches everyone who is her.

 - 04** **Is the visual doing any work?** Faceless does not mean boring b-roll. If the visual isn't contributing anything the reel feels flat, so use contrast, movement or something symbolic.

 - 05** **Are you ending with an action?** Every single reel needs a CTA. Comment this word. Save this. Follow for the rest. No CTA means no conversion.

 - 06** **Are you reading your own comments?** Your audience will tell you exactly what is working. Reply to every comment for the first four weeks and the patterns will show themselves.
-

Don't change your strategy for four weeks. Tweak the execution, the hooks, the visuals, the CTAs, but keep the system the same. Almost nothing meaningful happens in week one, and that is normal rather than a signal to start again.

YOU'VE GOT EVERYTHING YOU NEED

30 templates. One serial starter. Let's go.

You now have six months of content, a filming framework, a weekly rhythm, and every excuse you had, including the one about not knowing where to start, has officially expired.

Your only job from here is to pick one template today and post it before tomorrow. Tag me when you do, because I want to watch you grow.

Lisa x

@the.digital.wealth.ceo

thedigitalwealthceo.com