The Muslimah FACELESS Business Blueprint

A step-by-step guide to building an online business without showing your face



Karrie Noor

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بِسْمِ اللَّهِ الرَّحْمَٰنِ الرَّحِيمِ

Bismillah ir-Rahman ir-Raheem

In the name of Allah, the Most Merciful, the Most Kind.

The Muslimah Faceless Business Blueprint

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HOW THIS BOOK WORKS

This workbook helps you take a faceless online business from an idea to a first offer. You will work through your intention, your reader, your brand, your privacy choices and the practical steps of making and selling something useful.

It is built to be written in, not just read. Use the fill-in spaces as you go. You do not have to finish everything in one sitting; one honest answer is a useful start.

Work through it in order once. After that, come back to whichever chapter you need. Inshallah.

A NOTE:

This is the Midlife Muslimah approach: useful work that fits a real life, with room for faith, family, health and changing energy. Choose a starting platform where your audience spends time and where you feel comfortable creating. If you enjoy writing, a newsletter may suit you. If you prefer video, you could start a YouTube channel. You do not have to write a newsletter or show your face. Start with one place you can manage.

CHAPTER 1

Set Your Intention

Before anything else (before the niche, the name, the plan), set your intention. In Islam, niyyah matters. The hadith on intentions reminds us that actions are judged by intentions (paraphrase; Sahih al-Bukhari, hadith 1). A good intention does not remove the need to consider how you do the work.

So before you build anything, sit with this honestly. Why are you really doing this? Who is it for, beyond just you? What would it mean for your family, your deen, your sense of purpose, if this actually worked?

You do not have to make your answer sound impressive. Wanting your own income, more independence or something that is yours can be an honest starting point. Write the true answer, while keeping your aims and methods within the boundaries you have checked.

My intention. Write it as a statement you could return to on a hard day. Something like: "I am building this so that…"

A short dua before you begin

Take a moment, however that looks for you, and ask Allah (SWT) to put barakah in the work ahead: in your time, your effort, and what comes from it. Write your own words below, or come back to this page whenever you need to reset your intention.

My dua

CHAPTER 2

Create Your Vision

Now dream. Not carefully, not realistically. What do you actually want?

Take off the hat you are wearing right now (mother, wife, daughter, caregiver, employee), just for these few minutes. What do you want? Do not think about how you would get it yet.

Allah (SWT) can give you anything He wills. Do not shrink your vision down to what feels achievable before you have even let yourself imagine the full thing. You can always narrow it later. That comes next. But it starts here, big.

Dream big. Let it be too much. If nothing stood in your way (money, time, fear), what would you build? What would your days look like? Who would you be helping? Write without editing yourself.

Know your why

A clear ‘why’ gives you something to return to when the work gets hard: quietly, on a Tuesday when you are tired and nothing has happened yet.

Ask yourself these, and answer them honestly rather than impressively:

- What first attracted me to the idea of building something online?
- How do I want this work to impact the world?
- How would this change my life?
- What would the people I love gain from it?

Dig deeper than the first answer. The first answer is usually the one you think you are supposed to give. The businesses that last solve a real problem from a real place.

My ‘why’, in my own words:

Choose your niche

A niche is simply the specific area you focus on. It is what makes your content recognizable and lets you attract people who are actually interested, rather than everyone and no one.

Why It Matters: When you have a clear niche, you build a following with focused interest, which makes it far easier to sell to them later. It builds credibility, because you become known for something. And it makes you memorable in a very crowded room.

A niche that works sits at the intersection of four things:

- What are you genuinely curious about? The thing you would read about anyway.
- What you already know something about. Be clear about the limits of your experience, especially in health, finance or religious teaching.
- A real problem you can solve for someone
- Enough people who want that problem solved, and would pay to have it solved

Most niches sit under a few large umbrellas. Here are a few to get you thinking: health (physical, mental, spiritual); wealth (money, business, career); relationships (marriage, parenting, family); home and lifestyle; faith and personal growth.

Then narrow it further. “Health” is not a niche. “Gentle strength training for women over fifty” is a niche. “Faith” is not a niche. “Helping new Muslim women through their first Ramadan” is a niche.

Write three to five ideas. You can narrow them later.

Ideas for my niche:

The one I am starting with, and why

Choose your dream customer

Every product solves a problem for a specific person. The clearer that person is in your mind, the easier every other decision in this book becomes: what to write, what to sell, and what to charge.

Get concrete. Age range. Life stage. What she does all day. What she is struggling with. What she would need from you to feel seen rather than sold to.

If you have ever done related work (even informally, even as a volunteer, even for free for a friend), think about who you wanted to serve then. That is usually the clearest answer to who your dream customer already is.

A few questions to get you moving: How old is she? Where does she live? What does she do? What is she responsible for? What does she want that she has not said out loud? What does she need from you?

FOR EXAMPLE

Imagine Amina, 52, balancing part-time work with caring for a parent. She wants to turn a skill she already has into a small digital product. She prefers writing to filming, has a few hours a week, and needs plain instructions she can follow without being online all day. (This is an illustrative customer, not a real testimonial.)

My dream customer, in a few sentences. Give her a name if it helps.

CHAPTER 3

Build Your Brand

Your brand is bigger than colors and fonts. It is how you make people feel, what you are known for, and the story only you can tell. Two people can copy the same aesthetic. Nobody can copy your story.

The four decisions

- Tone: how you sound. Calm, direct, warm, plainspoken, funny, serious
- Style: how things look. Simple, warm, modern, minimal, rich, bright
- Values: what you stand for, and what you will not do for money
- Your story: the real reason you started, in your own words

That third one matters more than people expect. What you will not promote, sell or work on helps the right person understand you. Standards may rule out some customers or opportunities. Write down the ones you are willing to keep anyway.

My tone: three words

My style: three words

My values, and one thing I will not do

Visual identity

Your visual identity is everything, from your profile image to the fonts and colors in your content. Consistency is what makes a brand recognizable. It is doing, for free, the job a face would otherwise do.

Collect a few visual references before choosing your fonts and colors. A Pinterest board or a folder is enough. Notice what repeats, then make a simple decision and get back to your reader and your offer.

TIP

Search “color palettes” or “font pairings” on Pinterest or inside Canva. Coolors.co will also build you a palette in seconds. Remember that less is more: you want two fonts and three or four colors, not twelve.

Set a timer for this. An hour, no more. Fonts and colors are one of the easiest places to disappear into and call it work.

My Pinterest board name or link:

Tone of voice

Your tone of voice is how you express yourself in words. Not just which words, but your sentence lengths, your punctuation, whether you use emojis, and whether you are formal or plain. It should be consistent everywhere: your content, your emails, your product, your shop.

The simplest test there is: read it out loud. If you would never say it to someone sitting at your kitchen table, rewrite it.

We sound... (three words or phrases)

We never sound... (three words or phrases)

Your faceless persona

Your persona is what comes through in your writing, your images and your voice, without your face. It is built from your personality, your story, and a consistent visual identity that does not include a photograph of you.

Share real parts of yourself while keeping your privacy. People connect with real people, and they can do that without seeing you. Storytelling is how that connection actually happens, which is what the next chapters are about.

Three stories I could tell. They do not need to be polished. Just get the raw material down. Three stories connected to who you want to help and why.

CHAPTER 4

Pick a Platform

Choose where your audience spends time and where you feel comfortable showing up. Think about what you enjoy making: written posts, videos, images or conversation. If you do not enjoy writing, a newsletter may not be the right starting point. If you prefer video, you could start a YouTube channel. Choose one platform you can use consistently, then learn from the response.

A rough guide

- Instagram: an option if your audience is there and you enjoy short visual posts, videos and conversation. Check where your audience already engages before committing time to it.
- Facebook: an option if your reader already takes part in relevant groups. Follow each group's rules before sharing or promoting.
- YouTube: an option if you prefer video and your audience looks for tutorials or explanations there. Consider the time you can give to planning, recording and editing.
- Pinterest: an optional way to help people discover useful articles or products through search. Results and timing vary.
- A newsletter, using a platform such as Systeme.io, Substack or MailerLite: an option if you enjoy writing and your audience wants to hear from you by email. Delivery, platform rules and consent still matter. Keep permitted backups of your subscriber data.

My platform plan

Start with the platform that fits your audience, your preferred format and your available time. When you have a product, connect a suitable shop or checkout. You can add email later if it serves a clear purpose.

Choose one publishing rhythm you can keep: perhaps one useful video, post or newsletter each week, or every two weeks if that fits your life better. Add another platform only when the first feels manageable.

My starting platform, and why

The platform I am deliberately not starting with (and when I might)

CHAPTER 5

Staying Faceless

Keeping your face out of your content is one decision. Keeping personal details private once money is involved takes a few more. This chapter helps you make those decisions before you publish.

Decide these things once, now, before anything is public. Undoing them later is possible but tedious, and some of it you cannot undo at all.

What counts as faceless for you

Faceless is not one setting. It is a line, and the line is different for everybody. Some women mean no photographs of their face. Some mean no real name. Some mean nobody from their masjid, their workplace or their family, finding this at all.

Work out which one you mean before you decide anything else, because it changes every answer below.

My line. Be specific about what I will and will not have public.

Your name

You can consider your real name, a pen name or a business name for your public identity. Check naming rules and any legal disclosure requirements where you operate.

- Your real name connects this work to other work published under it. Consider whether you want those connections to be easy to find.
- A pen name can separate your public writing from your everyday name, but it cannot guarantee anonymity. Check for conflicts before choosing one.
- A business name can give the work its own identity. You can still build trust through clear contact information, useful work, and honest communication.

BEFORE YOU MOVE ON

Selling may require your legal details for verification, registration, invoices or other disclosures. What becomes public depends on your location and providers. Check before you publish; a pen name alone is not a privacy plan.

The name that goes public, and where my real name may still appear

Your address

Buying a domain, registering a business or sending marketing emails can all put an address into a public record. Your home address is not the one you want there.

- Check whether your domain registrar offers privacy or redaction, what it covers and what it costs. It may reduce public exposure without hiding information from the registrar or lawful requests.
- Check which address is accepted for each purpose. A registered PO box or private mailbox may suit some uses; business registration, banking and tax authorities may require something different.
- Check your email footer and the rules that apply to you. In the US, commercial email generally needs a valid physical postal address and an opt-out method. Ask a qualified adviser which address and consent rules fit your situation.

The address I will use publicly, and where I still need to sort this out

The video call question

Sooner or later a client, a collaborator or a podcast host will ask to see your face. Decide your answer now, in writing, so you are not improvising under pressure.

You do not owe anybody an explanation, and a short answer works better than a long one. Something like: “I keep my work camera-free… happy to do this by voice or in writing.” Said plainly, most people simply say fine.

If someone pushes after that, they have told you something useful about what working with them would be like.

My answer, written out, so I can copy and paste it

Payments and paperwork

- Check the name shown on receipts, invoices, and customer statements. Ask your payment provider which business descriptor you can use and test what customers actually see.
- Keep a separate business email address. Never send business from a personal one you use with family.
- If you register a company, check what your country makes public. Some publish a director's name and address. Some do not. Look before you file, not after.

After checking receipts, invoices and statements: changes I need to make, and my separate business email

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The accounts that already exist

You might have old profiles with your face on them, under your real name, that a curious person could find in a minute. You do not have to delete anything. But do this once, deliberately, in one sitting:

- ▢ Search your own name and see what comes up
- ▢ Search your new brand name and see whether it leads back to you
- ▢ Decide which old accounts get locked down, renamed, or left alone
- ▢ Set the ones you keep to private, or tidy the photo and header
- ▢ Write down which ones you consciously decided to leave public, and why

TIP

Give this an initial hour, then write down anything that needs a careful follow-up. Recheck after changes to your accounts or business details. If privacy is a safety concern, get appropriate support rather than relying on one search.

What I found, and what I am changing

CHAPTER 6

Optimizing Your Profile

Before you name your page, find out how people actually search for what you do. Type a few phrases into the search bar on your chosen platform and see what comes up: the accounts, the words, the phrases that repeat. Those real phrases are your keywords, and they should shape the name and bio you land on next.

Keywords I found

Naming your page

Pick something clear about who you help. Avoid naming yourself after a single trend or format. A name tied too tightly to one thing makes it harder to evolve later.

Separate your name from the name of your brand. People may follow your work while getting to know the person behind it. For this workbook, that means Karrie Noor as the author and Midlife Muslimah as the wider direction. Make both clear on your profile, channel or “About” page.

Name ideas

Writing your bio

Your bio is the first real impression, and most people waste it describing themselves. Include four things: one clear line about what you do, who it is for, how you help them, and a next step or call to action.

The three-second test: show your profile to somebody who does not know you. Ask them what the page is about, who it is for, what it posts, and why somebody would follow. If they cannot answer all four, it is too vague.

Bio draft

My one next step (the link, the freebie, the action)

CHAPTER 7

Five Signals: What Replaces a Face

A face is a shortcut. When someone sees you, they make a fast judgment: she seems real, she seems like she knows what she is talking about, she seems like me. That happens before they read a word.

Take the face away and you do not lose trust. You lose the shortcut. So you build the same trust the slower way, on purpose, with five signals.

Most faceless accounts feel cold because three or four of these are missing, not because there is no photo.

Signal 1: Lived experience

The thing you have actually been through, standing behind what you say. This is the signal people most often think they do not have, and almost always do.

It does not have to be decades. It can be the eighteen months you just spent solving a problem badly and then finally solving it properly. Recency counts for more than people expect: the woman one step ahead of your reader is often more useful to her than the woman ten steps ahead, because she still remembers what the first step felt like.

FOR EXAMPLE

You spent several Ramadans trying to keep a routine and eventually found something that helped. You can share that personal experience clearly, without presenting it as a religious ruling or advice that fits everyone.

Lived experience can be useful, but it does not replace qualifications where they are needed. Be honest about what you know, what you have tried and what should go to a qualified professional or scholar.

The mistake here is waiting. Lived experience is not a thing you arrive at; it is a thing you are currently accumulating. If you wait until you feel like an expert, you will wait past the point where you were most useful.

Lived experience in practice

Weak. *Consistency is important when you are building a business.*

Strong, if this is your true experience: I rebuilt my business from scratch three times before I understood that the rebuilding was the problem.

The second line is specific. Only use a first-person example if it is true of you; otherwise, tell your own story.

Three things I know now that I did not know when I started

A problem I have personally solved: badly first, then properly

Signal 2: Receipts

Showing the work when you cannot show the worker. A receipt does not have to be impressive. It has to be real, and it has to be yours.

A dated example gives the reader something concrete to assess. If you do not have a number, say so. Explain what the evidence shows and what it cannot show.

What counts as a receipt when you have not made any money yet:

- A before and after of your own work: the first version and the current one.
- A dated screenshot of anything real. Fourteen subscribers is a receipt. “A growing community” is not.
- A message someone sent you, shared with permission and with identifying or sensitive details removed.
- Your own process, photographed or screen-recorded mid-way through. Unfinished work is evidence that work is happening.
- The thing itself. A product that exists is a receipt for the claim that you can make things.

What does not count: adjectives, stock photos of laptops and coffee, and anyone else’s results, including results from the course you bought. Borrowed proof reads as borrowed, and it costs you more than having none.

Keep a private folder in Google Drive or on your computer for screenshots of your own work. Note the date, source and any permission needed. Use these as social proof only when the example supports your claim, with identifying details removed.

Examples I could use as proof, and where I will save them

My evidence plan

FOR EXAMPLE

“I grew fast” is vague. “Sixty-one subscribers in seven weeks, and here is the week it stalled” is specific. These are illustrative numbers; use your own records and give the context.

BEFORE YOU MOVE ON

If you have no receipts yet, begin with your own work. Record your starting point privately and review it in thirty days. Share only what is useful and safe to make public. Remove names, email addresses, account numbers and identifying details from screenshots.

One receipt I could screenshot this week

The number I am starting from today, whatever it is

Signal 3: A recognizable package

Look the same for long enough that people learn you. Not because it is beautiful, because repetition does, for free, the job a face would have done.

The whole specification fits on a line: two fonts, three or four colors, one layout you repeat, and one format people come to expect from you.

FOR EXAMPLE

Someone scrolling sees a navy square with a line of serif text across the middle. She does not read the handle. She already knows it is you, because it is the ninth time this month she has seen that square. That recognition is the entire mechanism, and it is doing what a photograph of your face would have done.

The mistake is redesigning. It feels productive, it is genuinely enjoyable, and it resets the counter to zero every time. The recognition only starts once you stop changing things.

BEFORE YOU MOVE ON

Pick today, then use it for ten pieces without changing anything. You are allowed to revisit it after ten, not before. Write the date on the line below so the decision is already made when the urge arrives, and it will arrive around piece four.

Font 1 / Font 2 / My colors / The date I am allowed to revisit this

Signal 4: Your actual voice

Sounding like one specific human being. Faceless is not voiceless. You can keep your face out of it entirely and still be completely present.

Voice is mostly a matter of removal. Most people write a perfectly good sentence, then add a layer of business language on top of it because they think that is what selling sounds like. It is not. It is what nervousness sounds like.

Three tests, applied to any line you are unsure about:

- Would I say this out loud, to a friend, in this order?
- Is there a word in here I have never used in my life?
- Does it name something specific, or is it true of everybody?

Weak. *In today's fast-moving digital landscape, consistency is key.*

Strong, if it is true of you: I paused my newsletter during Ramadan and returned with one useful letter.

Weak. *Unlock your full potential and start your journey today.*

Strong. *You do not need another course. You need to finish the one you bought in March.*

The stronger versions are specific and sound like a person. You can be clear without being provocative or making a claim you cannot support.

On AI, plainly: use it for the parts that carry no judgment: sorting, tidying, giving you twenty options to react to. The moment it starts supplying what you think, you have handed over the only part that was working.

One line of mine, rewritten by hand

Signal 5: Consistency you can hold

A number you can keep in a bad week. Not a schedule somebody else designed for a life that is not yours.

Pick the number you could keep on your worst week, not your best one. Everybody picks their best-week number. Then they miss it, and the missing is what makes people quit, not the workload.

FOR EXAMPLE

One useful video, post or newsletter every two weeks is twenty-six pieces in a year. Weekly is fifty-two. Choose a format and rhythm you can return to through an ordinary busy month. Adapt that work for another platform only if it helps.

You will miss it. Someone will get sick, work will go sideways, or Ramadan will arrive and reorganize everything. That is not a failure of the plan; it is a fact the plan has to survive.

Decide the recovery rule now: when you miss a planned piece of content, return at the next manageable date. You do not owe anyone a burst of catch-up posts. If a longer pause is needed, tell your audience when you can.

My number / my unit (posts, hours, actions) / the worst week I could still do this in

My recovery rule, written before I need it

The Five Signals audit

Score each signal from 1 to 5: 1 means not yet in place, 3 means partly in place, and 5 means clear and consistent. Use the scores to choose one practical improvement, not to judge yourself.

Signal	Score 1–5	One thing I'll try
Lived experience		
Receipts		
A recognizable package		
Your actual voice		
Consistency you can hold		

Choose one signal to improve over the next thirty days. Start with anything affecting accuracy, trust or your ability to deliver. If those are sound, a consistent visual style can be a small, manageable next step.

My lowest signal, and what I will actually do about it for thirty days

You do not need a face. You need to be findable, and the same, for long enough that somebody recognizes you. That is the whole job.

CHAPTER 8

Is This Halal?

This chapter is not a fatwa. I am not qualified to give you one and you should not take one from a workbook. What I can give you is a list of questions worth asking, and a place to write down the answers you settle on so that when a decision comes up at speed, you already know where you stand.

Most of us get this backwards. We build the whole thing, then a question surfaces about how the money works, and by then we are too invested to want the answer. Ask early, while changing course still costs you nothing.

BEFORE YOU MOVE ON

Take questions about permissibility to someone qualified, including matters you are unsure about. Give the actual terms and circumstances. For example: “I would earn a commission when someone buys this software through my link. Here is the product and the agreement. Is this arrangement permissible?”

1. The thing itself

Start with the product, not the marketing. Is what you are selling permissible, and does it help someone do something permissible?

- What does this product actually help someone do?
- Would I be comfortable if the person I respect most knew exactly what I sell and how?
- Does it require the buyer to do anything I would not do?
- Am I selling knowledge I actually have, or knowledge I am hoping to have by the time they ask?

Be honest about your experience and the limits of what you can teach. If a question touches on Islamic obligations or permissibility, ask a qualified scholar rather than deciding that it falls outside fiqh.

What I plan to sell, and any questions I need a qualified scholar to review

2. Riba: where interest quietly enters a small business

Interest or financing questions can arise in ordinary business tools. Check the actual contract, fees, and settings instead of assuming that a familiar product is suitable.

- Payment plans you offer. Note the cash price, installment price, due dates, late-payment terms and any added fees. Ask a qualified scholar to review the arrangement; a difference between cash and deferred prices does not by itself settle the ruling.
- Buy-now-pay-later at checkout. Check whether it is enabled, who provides it, and the contract and fees. Take the details for a qualified review.
- Business credit cards and overdrafts. Read interest, fee and repayment terms before using them, and ask about their suitability for your circumstances.
- The account where money sits. Check whether it pays interest and ask a qualified scholar about any concerns.
- Financing your own tools. Subscriptions billed annually with a finance option attached are easy to click through without noticing.

TIP

Review these questions before choosing payment settings or financing. If a concern appears after launch, get advice about existing agreements and the steps needed to change them.

My standard on payment plans, Buy Now, Pay Later and the account I bank into

3. Affiliate income

Affiliate income means receiving a commission for a referral. Ask a qualified scholar about the product and agreement you plan to use. Separately, check the advertising and disclosure rules that apply to your audience.

- Do I use this product myself, currently, and would I recommend it with no commission attached?
- Is the company's core business something I want to earn from? Alcohol, pork, gambling, conventional lending, and adult content are the obvious ones, but a company can also be clean in its product and objectionable in where its money goes.
- Am I disclosing the link clearly, every time, in a way a reader would actually notice?
- Would I still recommend this if a better free option existed, and does one?

Write a rule you can stand behind: what experience or research you need before recommending a product, how you will disclose a commission, and which companies you will not promote. Do not claim to use or pay for something unless that is true.

My affiliate standard: what I will and will not link to

4. How you sell

The marketing is where most of this actually gets decided, because it is where the pressure to exaggerate lives.

- No earnings promises. Even a true result can mislead if it implies that readers should expect the same. Get qualified advice before using earnings claims in marketing.
- No invented scarcity. A deadline that is real is fine. A timer that resets when the page reloads is a lie told in code.
- No fear you manufactured. Naming a problem someone already has is service. Inventing one so they buy is not.
- No results you cannot evidence. “This is what I did” is honest. “This is what you will get” usually is not.
- No testimonials you shaped. Edit for length, never for meaning.

FOR EXAMPLE

Instead of leading with an earnings figure, describe the product itself: “This workbook includes exercises for choosing an offer, planning a newsletter and preparing a first sale.” A disclaimer does not automatically make a misleading claim acceptable.

Something I have seen marketed in a way I would not copy, and what I will do instead

5. Who you work with

As you grow, other people's money and other people's brands attach themselves to yours. Decide the rule before the offer arrives, because the offer will arrive when you need the money.

- Brands I will not take sponsorship from, whatever the fee.
- Collaborations I will not do, and the reason so I can say it kindly and without a debate.
- Clients I will refuse, if I do service work.
- What I do when I find out afterwards that a company I promoted does something I object to.

Decide how you will investigate concerns, pause a recommendation and correct anything inaccurate. Check your contractual obligations and get advice when needed.

My lines: who I will not take money from

6. Zakat on what you earn

Zakat questions depend on the assets, amounts, timing and scholarly guidance that apply to you. Ask a qualified scholar how to treat business cash, stock, receivables, debts and other relevant items. This workbook does not calculate or determine your obligation.

What you can do now, before there is anything to calculate: keep the business money separate from your own, and keep a record from the first sale. Reconstructing a year of mixed transactions in month eleven is miserable, and the usual result is that people estimate high out of guilt or low out of exhaustion. Neither is what you wanted.

- A separate account for business income and business spending, from the first payment.
- A zakat anniversary and method confirmed with qualified guidance, if applicable.
- A record of income and expenses, however simple: a spreadsheet is enough at this stage.
- One question prepared for someone qualified, once there is a real number to ask about.

My zakat questions, any confirmed date, and how I am keeping records

Your standards, on one page

Write the short version here. Not the reasoning. The decisions. This is the page you come back to when something arrives in your inbox that pays well and feels off.

- ▢ I have decided what I will and will not sell
- ▢ I have checked what my checkout has switched on by default
- ▢ I have a written affiliate standard
- ▢ I have a marketing line I will not cross
- ▢ I know who I will not take money from
- ▢ I have a way to track business money and have identified any zakat questions
- ▢ I have one question ready for someone qualified

The one question I am going to ask, and who I am going to ask

---

Then get on with it!

Do not let a wish for perfection stop every small step. Settle the questions that matter before taking money, and keep moving on the work you can responsibly do now.

CHAPTER 9

What You'll Offer

Now decide what you are actually going to sell. The rule is simple: your offer solves a real problem for the dream customer you named in Chapter 2. Not a topic. A problem.

A digital product can be a manageable starting point: there is no physical stock or shipping. It still takes time to create, update, deliver and support. Before making it, look for evidence that the problem is real and people want help with it.

My first research notes

The problem I keep seeing, in their words, not mine

Where I will look, and one question I will ask

Market research: five ways to find the real problem

You are not guessing here. You are looking for evidence that people already want this solved.

- Keyword research. Use a research tool or search suggestions to explore phrases around your niche. Treat estimated search volume as a clue, not proof that someone will buy.
- Social listening. Read relevant public comments to understand recurring questions. Keep private research notes, avoid collecting unnecessary personal details, and do not publish identifiable comments without permission.
- Surveys and polls. If you already have any audience at all, even fifteen people, ask them directly. One question beats ten.
- Forums and communities. Look for repeated questions in places your reader uses. Repetition suggests interest; conversations and small tests help you assess willingness to pay.
- Your own experience. You have almost certainly lived the problem you are about to solve. That is not cheating. It is the fastest research there is, and it is the only kind nobody else has.

Start with your reader's own questions. You do not need a paid keyword tool to begin.

TIP

AI can help you brainstorm questions or organize research. Try: "Suggest questions someone in [my niche] might ask." Treat the answers as ideas, then check them against real searches and conversations. Do not treat generated rankings or numbers as research.

Keywords and phrases worth remembering

What I still need to ask or check before choosing an offer

Your first product

Your first product answers one problem. Not a topic, not everything you know, not the whole of your niche. One problem, solved properly.

Formats that work for a first product: a guide, a template, a checklist, a planner, a short course, a workbook, a swipe file, a set of scripts.

Look at what already exists in your niche and ask two questions: what is missing, and what would I have wanted when I was at the start? The gap between those two answers is usually your product.

FOR EXAMPLE

A planner exists, but it does not track the one thing you actually needed to track. A guide exists, but it assumes you already have an audience. A course exists, but it is forty hours long and your reader has two.

My first product idea: the one problem it solves, and the format

Once you are live, pay attention to the other problems people mention while they are using your first product. Those become your next ones, and you will not have to go looking for them.

Your “I help” statement

Before you make anything, write one sentence: I help [who] to [do what] without [the thing they dread]. It is not a slogan and it does not go on your profile unless you want it to. Its job is to stop you from building a product for nobody in particular.

FOR EXAMPLE

“I help working mothers plan a week of school lunches without cooking anything new.” “I help new Muslim women get through their first Ramadan without feeling like a guest.” “I help beginners sell their first digital product without showing their face.”

If you cannot finish the sentence, the problem is not your writing. It is that you have not narrowed the person yet. Go back to Chapter 2.

I help _____ to _____ without _____

Actually making it

Two routes. Neither is better. They cost different things.

- Build it from scratch. Write the content yourself and use a design tool if needed. Budget for your time, any paid assets, updates and customer support.
- Start from material you have permission to adapt and sell. Read the specific license, check the source, and make sure the result is accurate and useful. A template can help with layout; it does not supply your expertise.

BEFORE YOU MOVE ON

Read the license before buying material to modify or sell. Labels such as PLR or “commercial use” are not enough on their own. Check the actual permissions and restrictions, retain a copy, and get written clarification or legal advice if anything is unclear.

Check the specific license for templates, fonts, photos, video, and other assets. Changing a design does not automatically give you resale rights. Rules may differ for a finished product and an editable template.

Keep a record of the source, license, and purchase date for every asset you use.

Use only assets licensed for your intended product and distribution method.

The build, step by step

▢ Write the content first, in a plain document. No design, no colors, no fonts. Just the words and the order.

▢ Cut repetition and anything that does not help the reader complete the task.

▢ Choose your format: PDF guide, workbook, template pack, checklist, short course.

▢ Design it, using your brand colors and your two fonts from Chapter 3. Nothing else.

▢ Add the fill-in space if it is a workbook. People finish things they can write in.

▢ Export in the format the buyer needs. Test a PDF on a phone and in print, or test template permissions and course access as appropriate.

▢ Give one honest person a copy before you sell it, and ask them what confused them.

TIP

Do not design first. Designing a beautiful product around thin content is the most enjoyable way to waste two weeks, and you will not notice you are doing it. Focus on the content first, then work on the design.

My product: format, rough length, and the date it will be finished

Choose a realistic finish date, with room for the responsibilities you already carry. If it slips, decide what to simplify and set the next date.

CHAPTER 10

Pricing & Income Goals

Choose a starting price you can explain. Consider the problem you solve, the scope, comparable offers, your costs and what your reader can reasonably pay. You can test and revise it.

An introductory price is one option. If you use one, make the end date real and clear. Ask for honest feedback without making praise a condition of a discount.

Illustrative price bands

- Lower-priced offers, for example $10–$99. A smaller purchase can be easier to consider, but many sales may be needed to cover your costs.
- Mid-priced offers, for example $100–$500. The scope, support, and value need to justify the price.
- Higher-priced offers, for example $1,000 or more. These need a clear fit, sufficient value, and strong evidence of your ability to deliver.

These are examples, not recommended prices or earnings targets. Four sales at $250 bring in $1,000 in gross revenue. Thirty-seven sales at $27 bring in $999. Fees, expenses, refunds, and taxes reduce what you keep. A higher price does not guarantee a faster first sale.

Four questions to price against

- What does this actually change for the person who buys it?
- What are similar products selling for?
- What did it cost you in time, tools, and thought to create?
- What price would feel fair to the woman you are selling to, not to you?

My starting price, and why

Your first goal

This does not have to be an income goal yet. If showing up online is new to you, a more useful first goal is a habit: a posting rhythm, a number of conversations, or a simple repetition you are building toward.

FOR EXAMPLE

“I will publish one thing a week and have two real conversations a week.” That repetition is what everything else, including income, eventually gets built on.

Review your goal after thirty days, then after a quarter and a year. Growth is uneven and may be slow or absent. Use what you learn to adjust the offer or the workload.

My first goal: income, audience, or rhythm

30-day goal

Quarterly goal

Yearly goal

CHAPTER 11

Your Freebie

A freebie, also called a lead magnet, is something useful you offer through a signup page. Explain whether signing up also subscribes someone to your newsletter, and collect the permissions required.

Why it matters more than it looks:

- List building. Email gives you a direct way to contact people who have agreed to hear from you, subject to delivery, and platform rules.
- Trust. Giving something valuable away before asking for anything is the fastest way to be taken seriously.
- Continuity. Keep permitted backups of your subscriber records and consent information. A list reduces dependence on a social feed, but access and delivery are not guaranteed.
- Automation. This is the piece that lets the business work while you are at your job, asleep, or with your family.

What makes a good one

- It solves one specific, pressing problem, not a whole topic.
- It gives a real win on its own, even if she never buys anything.
- It previews what your paid product does at a bigger scale. A taste, not the whole meal.
- It can be used without a large time commitment. A short, focused resource is often a useful place to start.

Formats that work: a mini guide, a checklist, a template, a short list, a single worksheet, a swipe file, a short training.

TIP

Sign up for a few freebies in your niche to see what others are doing, not to copy them, but to notice what made you hand over your email and what made you close the tab.

My freebie idea: the one problem it solves

Why someone would want it enough to give me their email address

The two emails you need before you launch anything

Plan a welcome email that delivers the freebie and explains what contact, if any, the subscriber can expect next. If you sell a product, plan a separate purchase confirmation that delivers it and explains how to get help. Chapter 13 gives you drafting space and examples.

Keep both short and warm and in your own voice. Skip anything that reads like a sales script you would not actually say out loud.

The first line of my freebie email

CHAPTER 12

Setting Up Your Shop

Make the next step easy to find on your chosen platform. When you have a paid product, link to a suitable shop or checkout that can deliver it. Your audience should know where to go and what they will receive.

Keep the setup small. You do not need a separate community or a complex funnel to begin. Check that the tools you choose support your actual product, payment, and delivery needs.

What to set up, in this order

- A clear profile or page explaining what you offer and where to find it
- A suitable checkout for your first paid product, when it is ready
- A tested welcome or freebie-delivery email, plus a purchase-delivery email if you sell
- Clear contact, privacy, refund, and delivery information appropriate to your business

Choose tools for the job you need done. Check current features, fees, availability, and terms directly with the provider.

Whichever platform you choose, look for free tutorials from the platform itself. Those change often enough that a screenshot in a book goes stale within months.

BEFORE YOU MOVE ON

Test signup, delivery, checkout, and every link before announcing the offer. Use the provider's approved test method where available. Check the amount charged, customer-facing business details, receipts, access permissions, refund information, and support contact.

The platform I am using, and the date my checkout will be tested

CHAPTER 13

Automate With Email

Email can help you welcome people and deliver what you promised, whichever platform you start on. Begin with the messages you need for signups or purchases. A regular newsletter is an option if it suits your audience and the way you like to work. Automation still needs checking and maintenance.

An automated email flow is a scheduled sequence sent after a trigger such as signup. Availability depends on your provider and plan. A simple welcome message may be enough to start. Check current capabilities before planning a longer automated sequence.

Free email tools to consider

I highly suggest Systeme.io as a place to start if you want email tools and room to grow. Its free plan includes newsletters and limited automation. You can also build landing pages, a website and a store as your business develops.

MailerLite also has a free plan for newsletters, with automation, signup forms and a landing page within its limits.

Compare current plans at systeme.io/pricing and mailerlite.com/free-plan. Check subscriber, sending and automation limits before building your email flow.

The two confirmation emails

Before any flow, you need these. Someone signs up for your freebie and receives it immediately with a short note from you. Someone buys your product and receives it immediately with a short note from you. That is it.

Write them the way you would write to one person, because that is how they will be read.

Freebie confirmation: subject line and first line

Purchase confirmation: subject line and first line

Your first email flow

The four emails below are an optional sequence, not a requirement before you start your business. Use them only if your provider supports the flow you need and people have agreed to that contact. Explain the timing, include an unsubscribe option, and avoid sending overlapping sequences.

- Email 1, immediately. Deliver the freebie. Say a genuine thank you. Tell her what is coming.
- Email 2, one to two days later. A story or a useful idea. No pitch at all.
- Email 3, one to two days later. More value, and the first gentle mention of what you sell.
- Email 4, one to two days later. A clear, honest invitation to buy: what it is, who it is for, and what it costs.

Four templates to start from

These are drafting templates. Bracketed words are fields for you to replace, not missing material from the book. Use only experiences, timings, and promises that are true for you. Keep the provider's required footer, unsubscribe link, and disclosures.

EMAIL 1: SENT IMMEDIATELY

Subject: Here it is, your [freebie name]

Assalamu Alaikum [first name],

Here is the [freebie name] you asked for: [LINK]

It should take you about ten minutes. If you only do one thing in it, do [the single most useful step]. That is the part that actually moves something.

Over the next few days I will send three more emails: a true story connected to this problem, a useful idea, and an introduction to [product name], in case it helps. [Use this sentence only if you have set up that sequence.]

You can reply to this email with a question. [Keep this invitation only if replies reach an inbox you check.]

[Your name]

Now write yours.

EMAIL 2: ONE TO TWO DAYS LATER

Subject: The part nobody tells you

Assalamu Alaikum [first name],

[Open with one specific, true moment. Not a lesson. A scene. Where you were, what you were doing, what you believed at the time.]

[What you believed then, and why it was wrong.]

[What you know now. Keep it to one idea.]

Here is why I am telling you this: [connect it directly to the problem she is trying to solve].

Nothing to click today. Just something to sit with.

[Your name]

Now write yours.

EMAIL 3: ONE TO TWO DAYS LATER

Subject: [The specific, useful thing]

Assalamu Alaikum [first name],

Quick one today, because I think this will save you time.

[The useful thing. A method, a shortcut, a checklist, a question to ask yourself. Give it away properly. Do not hold the good part back.]

[One sentence on how to use it this week.]

By the way, this is a small piece of what is inside [product name]. I will tell you more in the next email.

[Your name]

Now write yours.

EMAIL 4: ONE TO TWO DAYS LATER

Subject: [Product name], what it is and who it is for

Assalamu Alaikum [first name],

I want to tell you about [product name] so you can decide whether it would help.

It is for [the specific person] who wants [the specific outcome] and is stuck on [the specific problem].

Inside: [three things she gets, plainly stated].

It costs [price]. It takes about [time] to work through.

It is not for you if [be honest: name who this genuinely will not help]. I would rather you kept your money than bought the wrong thing.

If it is for you: [LINK]

And if it is not, stay on this list anyway. I will keep sending useful things.

[Your name]

Now write yours.

TIP

Email four explains the offer and who it is for without promising earnings. Being clear about who it will not help lets the reader make an informed choice.

Plan the four emails

BEFORE YOU MOVE ON

Use truthful, supportable claims throughout. A screenshot or personal result does not prove what another person will earn. Check advertising requirements before using earnings, performance claims or testimonials.

Write these the way you would talk to someone you actually wanted to help. Then test your own flow by signing up for it yourself before you send anyone else through it.

Email 1: one sentence of it, in my voice

Email 2: the story I would tell

Email 3: the useful thing

Email 4: the honest invitation

Once your essential welcome and delivery messages are working, consider whether a buyer follow-up would genuinely help. Add it only when you can maintain it and have the appropriate permissions.

CHAPTER 14

Building Community

A faceless brand can grow through real relationships. Begin with people who respond to your work and whose questions you can help answer, wherever you connect with them. You do not need to run a separate group to have a business.

A rhythm you can keep

Choose a rhythm for your main platform that leaves room for prayer, work, family, health, and rest. One useful video, newsletter or post a week, or every two weeks, can be a starting point. Tell your audience what to expect.

If a second platform helps you reach your audience, adapt a small piece of that work for it. Stories are optional when you have something useful to share. You do not need daily Reels or a daily quota of Stories.

Treat this as a starting experiment, not a rule about the algorithm. Review the time it takes and the replies or visits it brings. During a difficult season, simplify the format, publish less often or pause, and return when you can.

My starting platform, publishing rhythm, and time to prepare

What actually builds it

- Consistency. A rhythm you can return to, with room for planned and unplanned breaks.
- A cohesive look. So people recognize your content before they read your name. This is Signal 3 from Chapter 7, doing its job.
- Your real story. Anyone can copy an aesthetic. Nobody can copy why you started, what it cost, and what changed.
- Serving before selling. Especially at the start, when no trust exists yet.
- Genuine replies. Answer comments and messages like a person, not a brand. Ask a question back.

The way I want people to feel in this community

Serve first, sell later

Be useful and make the offer clear when it is ready. You do not need to spend months giving everything away before you are allowed to sell. Help readers decide whether the next step is right for them.

What providing value actually looks like: answering the questions your reader is already asking; researching the problem she has and giving her a real solution; showing her a problem she had not named yet and then solving it; sharing the specific thing you know that saves her time.

One question I can help my reader answer this week

Behind the scenes, without a face

A small glimpse of your work can be enough: a notebook, a book you are reading, or a lesson from this week. Before sharing, check for addresses, location clues, reflections, account details, and other people's information.

These resonate more than staged perfection. You are a real person behind the content, and people need evidence of that, not a photograph of your face.

One glimpse of my work I can share within my privacy boundaries

Your story is the part nobody can copy

This is the most important thing in your branding, and it is easy to miss because it does not look like branding. Anyone can copy your colors. Anyone can copy your fonts, your format, and even your hooks. Nobody can copy why you started.

A specific story can help readers understand your choices and recognize a shared problem. It does not have to reveal private details or persuade everyone.

None of this requires your face. It requires specifics. “I struggled at the start” is not a story. “I paid for a course I never opened and told nobody for a year” is.

Tell the story in the format that suits you: a video, a post or a newsletter. If useful, adapt a short piece for another platform or a sales page. You do not need a different story for every platform.

- Why you started: the actual moment, not the tidy version.
- What your life looked like before this.
- What you tried out that did not work.
- What changed, and what it cost you.
- What you know now that you wish someone had told you.

My story, in my own words

The moment I started, in specifics, not summary

Something I tried that did not work, and what it taught me

Replying like a person

Reply warmly when you have the time and capacity. Ask a real question when it helps, and let a conversation end naturally. Set reply boundaries you can keep.

Voice notes are an option if they fit your privacy boundaries and the other person's needs. Written replies work too. Use the format you can maintain.

A few thoughtful conversations can teach you what readers need. Make time for them without setting a daily quota.

How I will make room for replies, and the boundary I will keep

The words you use for your people

The most overlooked part of community building is the language. The words you use to describe your reader are what make her feel recognized, or make her feel like she is watching someone else's brand.

Pick the words your people already use about themselves, and use them in your captions, Stories, and emails. Not a label you invented. The phrase she would type into a search bar at eleven at night.

FOR EXAMPLE

"Camera shy." "Quietly building." "Starting late." "Not a tech person." "Private." Any of these land harder than "entrepreneurs" ever will.

BEFORE YOU MOVE ON

Test it out loud. If a phrase would make you wince to say to a friend in person, it will make her wince to read it. Borrowed community language is worse than none.

The words my people use about themselves, in their words, not mine

A room of your own

A separate group is optional. Start with conversations on the platform you already use. Notice whether people actually want a space to talk to each other.

If that need appears, compare community tools based on cost, privacy, moderation, and the time you can give them. A group creates ongoing responsibilities, even when it is free.

You can keep building relationships on your chosen platform without adding a separate community.

Add a group only when there is a clear purpose and you can support it. Interest in your work does not automatically mean people want another place to log in.

A Facebook group is one way to start a community for free. Give it a clear purpose and simple rules, and check what members can see about you before you invite them.

I particularly like Skool. At the time of writing, its Hobby plan starts at US$9 a month to run a group, with a listed 10% transaction fee. Check current plans, fees and terms at skool.com/pricing before you commit.

My community's purpose, the first place I would try, and the time I can give it

The tools underneath it

For now, choose a dependable way to publish and connect on your starting platform. Add email signup if it serves your plan, and checkout and product delivery when you have something ready to sell.

Choose the smallest set of tools that does those jobs well. An all-in-one service is one option, but it is not a requirement.

Check current features and fees before adding a tool. Decide which specific problem it solves and what you can stop using as a result.

Keep a simple record of your tools, renewal dates, and the tasks each one handles.

TIP

Whatever you choose, set it up once and leave it alone. Rebuilding your tech stack is one of the most convincing forms of procrastination there is, because it genuinely looks like work.

One way I will show up consistently

CHAPTER 15

Faceless Marketing with Instagram

Choose Instagram if your audience spends time there and you enjoy creating for it. It can be your starting platform or support another one. Use this chapter if it fits your plan; you do not need an Instagram account to build your business.

You can use Instagram without showing your face. A useful post, a simple graphic or a short video can help your audience and point to an offer or more of your work. Choose the format that fits your time and privacy.

B-roll footage

B-roll is background footage you can use in a Reel. It might show an object or your hands rather than your face. That is one option; a static post or carousel may suit you just as well.

Examples: your hands at a keyboard. Pouring tea. Walking. A notebook and pen mid-sentence. Closing a laptop. The sky. A window. Your desk at the hour you actually work, in whatever light that is.

TIP

If video fits your plan, collect a few short clips in one session and reuse suitable footage. Keep the filming time in proportion to your optional posting rhythm.

Check footage for identifying details and keep a record of any stock-media license.

If you use stock media, check the license for the specific asset and intended commercial use. Do not imply that stock footage shows your own work, customers or results.

A few b-roll clips I could use, if video fits my plan

Content pillars

Content pillars stop you from posting for the sake of posting and posting randomly. Three is enough to start with and I would not go beyond five.

- Educate. Insights, tips, how-to. This is where most of your content lives.
- Entertain or inspire. Story, humor, relatability, the honest moment.
- Promote. Your offer, with a clear next step.

Most of your content should teach or connect. A much smaller share should point directly at what you sell. If everything promotes, nobody follows.

My three pillars, in my own words

Saveable and shareable

The goal of most posts is to be one of two things, ideally both.

- Shareable: content that makes her think “this is so me” or “this is exactly so-and-so.” Specific enough to your niche that she feels seen, and then sends it on.
- Saveable: content valuable enough that she wants to come back to it. Knowledge, a list, a script, a checklist, a piece of guidance.

Saves and shares can be useful signs that a post helped someone. Also look for relevant replies, profile visits and clicks toward your offer or other work; no single metric tells the whole story.

The hook

Your hook is the opening line that makes the subject clear. For video, show it early and make it easy to read. Use a relevant first line in the caption too.

Choose an opening that fits the content. Clear and accurate matters more than a formula that promises to stop every scroll.

- Here's a shortcut for ___
- How to ___ in [x] minutes
- One way to make ___ easier
- A mistake I made with ___
- A step-by-step guide to ___
- When ___ may not help
- Five things to avoid if you want ___
- The biggest misconception about ___
- What I learned about ___
- Three rules for ___
- My journey from ___ to ___
- What I would do differently if I were starting ___ today
- Something I wish I had known about ___
- Are you tired of ___? Here is how to fix it
- What my experience taught me about ___
- The dos and don'ts of ___
- One change to consider if you want ___
- Five useful things to know about ___
- Three reasons to start ___
- The most overlooked way to ___
- The best advice I ever got about ___
- Behind the scenes of ___
- What actually worked for ___
- A practical checklist for ___
- How I got from ___ to ___

Practice writing hooks

Five hooks in my own voice, using my own subject

Call to action

One clear next step per post. Not five. On-screen, a CTA can send people to the caption. In the caption, it asks for one specific action.

- See caption for more
- Read the full letter through the link in my bio
- Save this for the next time you need it
- Share this with someone who needs it
- Tag someone who would relate
- Follow for more like this
- Head to the link in my bio for the free guide
- Subscribe for the next letter if this is useful to you
- Questions? Comment below
- Can you relate? Tell me below
- What did I miss? Comment below
- Try the steps in the caption

Three CTAs I would actually say out loud

Your main message

The point of the post. You can put it on screen as text, or in the caption with a short CTA sending people there. Either works. Do not do both badly.

If it goes on screen, keep it short enough to read at a glance. Crowded text kills a Reel faster than a bad hook. If it is longer than a line or two, put it in the caption.

Ask yourself: am I giving her something useful? Is this relatable to her specifically? Does it give an idea, a bit of guidance, or a piece of encouragement? It does not have to do all three. It has to do one.

Audio, covers, and captions

- Audio. Use audio you have the right to use commercially and that fits your religious boundaries. Silence, natural sound or your own voice may suit the post. Ask a qualified scholar about any religious question; trending status is not permission or a guarantee of reach.
- Cover image. Make the subject readable and consistent with your brand. Check current size and crop requirements in the platform, then preview how the cover looks in the feed and on your profile.
- Caption. Start with your hook. Break it into short lines with spaces. Nobody reads a wall of text on a phone. Tell the truth, including the parts that did not work. Use emojis if that is how you talk, and do not if it is not.
- Signature. One sentence at the end of every caption telling people who you are and why they would follow you. Save it as a text shortcut on your phone so you are not retyping it forever.

My signature line

Hashtags and keywords

If you use hashtags, choose relevant ones and check the platform's current guidance. Do not spend more time counting uses than making the post useful.

Use words your reader understands in the caption and on-screen text. Clarity helps people recognize the subject; avoid stuffing in search phrases.

Ten keywords my reader would actually search

More things worth knowing

- Fonts. Only use text that is easy to read over video. If she has to squint, she scrolls.
- Length. Use enough time to make the idea clear and the text readable. There is no single length that guarantees results.
- Filters. Keep it natural. Heavy filters read as trying too hard.
- Text placement. Keep text in the center. The top, bottom, and sides get covered by the interface.
- Save as you go. Save drafts often, and to your camera roll. Apps lose work.
- Schedule ahead. You can make several at once and schedule them. This is how a person with a full-time job does this at all.
- Review your results every 30 days. Look at relevant replies, profile visits, clicks, signups, and sales alongside saves and shares. Notice how much time the content takes.
- Reply to comments when you can. Set aside a manageable amount of time and keep your boundaries.
- Be patient and review regularly. There is no guaranteed day when an account starts growing. Adjust based on evidence and the time you can afford.

You are allowed to build slowly.

There is nothing wrong with slow growth. Any growth is growth.

How often to post

If Instagram is part of your plan, try one or two useful posts a week as a starting experiment. Create for the audience you want to reach. If you already make videos or write elsewhere, adapt that work when it fits. Stories are optional.

Try the rhythm for a month. Then review the workload and the response. Increase it only if you want to, can sustain it, and see a useful reason. More posts do not guarantee more sales.

Batch small tasks if that helps. Choose an excerpt, make a graphic or film a few clips in one sitting. Keep the preparation short enough to leave time for your product work and other responsibilities.

If you fall behind, return at the next manageable time. You do not need to make up every missed post.

My posting rhythm, and how I will batch it

Reels checklist

- ▢ A clear opening that accurately introduces the content
- ▢ One useful next step, such as seeing the offer or finding more of your work
- ▢ Suitable audio rights, religious boundaries checked, or no audio
- ▢ Real value: teach, inspire, or tell the truth about something
- ▢ On brand: my fonts, my colors, my tone
- ▢ Keywords in the on-screen text and the caption
- ▢ A cover image that says what this is
- ▢ My signature at the end of the caption

Instagram Stories

Stories can be a place to share a brief update or answer a question. Use them when they help, without treating them as a daily obligation or a guaranteed source of sales.

Things worth posting: an update on what you are building, a useful answer, or something you learned this week. Share messages and reviews only with permission and remove identifying details.

Thirty story ideas when you are stuck

Choose the ideas that fit your life and your reader. Use the spaces to collect details for different stories; you do not need to write all thirty.

1. Why you started this

2. What inspired your brand name

3. What inspired a particular product

4. Your core values and why they matter

Story ideas continued

5. Your mission, and why she is part of it

6. A real customer experience, shared with permission and without implying typical results

7. Your transformation: before, during, after

8. A hardship and how you got through it

9. A mistake you made and what it taught you

10. Something that happened this week

Story ideas continued

11. A lesson from this week that helps her too

12. A common misconception about you or your work

13. A mindset shift you had

14. Something that made you laugh

15. Three tips to help her do X

Story ideas continued

16. Five tools that make X easier

17. Debunk a myth in your field

18. A statistic you have checked, with its source and context

19. A short how-to

20. A time-saving shortcut

Story ideas continued

21. A money-saving shortcut

22. A Q and A answering the questions you get most

23. The books worth reading in your field

24. The podcasts worth hearing

25. The apps that actually help

Story ideas continued

26. Mistakes to avoid in your field

27. A checklist she can screenshot

28. What customers say they like best, and why

29. What life looks like with your product, and without it

30. An unpopular opinion your audience would agree with

Once you have stories worth keeping, save them into Highlights. Useful ones to have include: your story and why you started, FAQ, information about your freebie, information about your product, and what people have said about it.

CHAPTER 16

Your First Sale

Everything up to here was building. This chapter is the part nobody tells you about: the gap between a shop that is live and a human being who has paid you.

That gap is almost never closed by more building. It is closed by asking. A product nobody has been told about has not been launched. It has been uploaded.

Your first buyer is already nearby

Your first buyer may already be within reach: a subscriber, someone who asked a relevant question, or a person who knows your work. Start by considering who the offer could genuinely help.

Make a short list of suitable people or places where an invitation would be welcome. Respect consent, group rules, and applicable marketing law. A past conversation is not blanket permission for repeated promotion.

- Everyone on your email list, however small. Twelve people is a list.
- People who have expressed interest in hearing about this offer, using the contact method they agreed to.
- People in groups or communities where you are genuinely a participant, not a lurker with a link.
- Anyone who has asked you the question your product answers.
- People you know offline who fit, if you are comfortable with that. You do not have to be.

Ten people I could tell about this by name

If you have only a few names, start there. Have useful conversations and learn about the problem. Do not turn every interaction into a pitch.

The ask, written down

The reason most first sales do not happen is that the ask never gets made clearly. People hint. They post a pretty graphic and hope. Hoping is not asking.

A good ask does four things: names who it is for, says what it changes, gives the price, and tells them exactly what to do next. It takes three sentences and it does not need to be clever.

ASK: TO SOMEONE WHO ALREADY ASKED YOU THE QUESTION

Subject: the thing you asked me about

Assalamu Alaikum [name],

You asked me a while back about [their exact question]. I have just finished something that answers it properly: [product name], a [format] that walks through [the one outcome].

It is [price], and it is here: [link].

If it is not the right time, that is completely fine. No need to reply. I just did not want to make the thing and then not tell the person who asked for it.

Now write yours.

ASK: TO YOUR EMAIL LIST

Subject: I made the thing

I have been working on something for the last few weeks and it is finally done.

[Product name] is for [who] who want to [outcome] without [the thing they dread]. It includes [two or three concrete things]. It takes about [time] to work through.

It is [price], and you can find the details here: [link]. [Mention an introductory price or deadline only if it is real and will be honored.]

If you have questions before you buy, reply to this email. It comes straight to me.

Now write yours.

BEFORE YOU MOVE ON

Do not apologize in the ask. “Sorry to bother you”, “I know everyone is selling something” and “no pressure at all, honestly.” Don’t tell the reader you are not sure if it is worth the money. If you are not sure, fix the product. If you are sure, say the price and stop talking.

My invitation in my own words

My ask, written out in full, in my own words

Tell them more than once

Readers may miss an announcement. A brief heads-up, a clear launch message, and a useful follow-up can be enough to begin. Fit them into the rhythm you promised and avoid repeated unsolicited messages.

- Before: you are making something, and who it is for. This is not a teaser. It is a filter.
- The day: what it is, what it costs, and where to get it.
- After: the same thing said differently: a question you got, a piece of it, who it is not for.

A follow-up can answer a real question or clarify who the product will help. Keep it useful and let the reader decide.

When someone actually buys

The first sale is a small, strange, enormous thing. Here is what to do in the hour after it.

▢ Check they received the product. Do not assume the automation worked. This is the one time you verify by hand.

▢ Send a short personal message. Not a template. Two sentences from you.

▢ Write down what they bought, when, and where they came from. This is your first piece of real data.

▢ Make dua if you wish and record what you learned from this sale.

TIP

Leave the automated welcome email in place and send the personal note on top of it. The automation proves the system works. The note proves you do.

The feedback ask

After the buyer has had time to use the product, invite honest feedback. Keep any request optional. Feedback becomes a public testimonial only with permission.

Ask three specific questions rather than one open one:

- What were you struggling with before you bought this?
- What has changed, if anything?
- Was there anything confusing or missing?

Then ask permission: “Would you be comfortable with me sharing this part of your answer and how would you like to be identified?” Respect a no without drawing conclusions about the product. Confirm the exact wording before publishing.

My feedback questions, and who I will send them to first

If nobody buys

A quiet launch can feel discouraging. Before rebuilding, look at what happened and ask what you still need to learn.

These are three useful questions to investigate, not a diagnosis or a fixed order of likelihood.

- Did enough relevant people see it? Look at visits, clicks, and conversations as well as reported email opens. Open figures can be incomplete or distorted by privacy features.
- Did the offer reach people with this problem? Broad interest in your content may not mean a good fit for this product.
- Was the offer clear and useful at the price? Check the product, proof, timing, affordability, and checkout. Ask willing readers what held them back.

FOR EXAMPLE

Forty reported opens and no sales do not tell you which part failed. Neither do four opens. Look for several clues and reader feedback before choosing one small change to test.

Fix one thing and ask again. Do not rebuild everything, because then you will not know which change did it, and you will have spent another month not selling.

If it goes quiet: the number I will check first, and the one thing I will change

What the first sale is actually for

The first sale gives you practical information: someone chose this offer at this price, and you can check whether delivery and support worked.

Whether the buyer already knew you or found you through your writing, learn what made the offer useful to her. One sale is a beginning, not proof of future demand.

After that, the work is the same work, repeated. Which is genuinely all this is.

The date I will make my first ask: not the launch date, the day I ask a person

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CHAPTER 17

Business Basics

This is not legal advice, and requirements vary by country and by state. Talk to a professional about anything specific to your situation. But a few basics apply broadly, and knowing them early saves a mess later.

If you are setting up formally

- Check which business registrations, permits or name checks apply before trading in your location.
- Choose an appropriate business structure with qualified advice where needed. Names, liability, tax treatment, and costs differ by jurisdiction.
- Check which tax registrations you need. In the US, an EIN is required in some circumstances, not for every sole proprietor. If you need one, applying directly through the IRS is free.
- Understand taxes, record keeping, and any sales-tax or VAT obligations before selling. Seek an accountant or other qualified adviser when your situation requires it. Do not wait for a particular sales milestone.
- Check how to separate business and personal records and whether a separate account is required or suitable. Compare account fees and requirements before opening one.

Your own work

Make the buyer's permitted use clear in your terms, consistent with any third-party licenses. Check privacy, consumer rights, refunds, delivery terms, and seller disclosures for your location and customers. A "no refunds" statement does not override rights that apply by law.

My next admin step, and the date I will do it

CHAPTER 18

It's Go Time

Once your product, your shop, and your first few pieces of content are ready, launch. A launch does not need to be complicated, and almost everything people do to make it feel bigger is delay wearing a costume.

The checklist

- ▢ Test signup, delivery, checkout, receipts, and access using the provider's approved method.
- ▢ Give a short heads-up that something is coming.
- ▢ Share honestly when you go live: what it is, who it is for, and why you made it.
- ▢ Keep a clear path to your offer and any freebie after launch.
- ▢ Review evidence and feedback. Then change one thing at a time if needed.

Slow, steady growth is still growth. There is no version of this that skips the part where you actually start.

My launch date. Write it down. Tell somebody.

You do not need a face. You need to be findable, and the same, for long enough that somebody recognizes you.

Bismillah. Go and start.

CHAPTER 19

Reviewing the Data

When I first started, I made a freebie, shared it, and nobody signed up. I thought that meant nobody wanted it.

What I needed to ask first was whether enough people had actually seen it. A quiet response can feel personal. Before you decide your idea has failed, open your analytics and look at what happened.

Tell them more than once

You may get bored talking about your freebie long before your audience has heard about it. You might think, “I am bugging everyone.” But people do not see every post, and someone discovering you today may never have seen the first invitation.

Keep sharing at a pace you can manage. Try a different story, question or angle: a mistake you made, a problem your reader recognizes, or one useful step from the freebie. Then make a clear invitation: “If this is where you are stuck, this freebie might help. Sign up here to get it.”

Marketing involves testing. The numbers can help you choose what to try next, but read them alongside real questions and feedback. You are gathering information, not grading your worth.

A story or angle I could use to introduce my freebie again

My freebie and funnel review

For a freebie, I would aim for about 100 views of its signup page from relevant people before drawing a strong conclusion. This is my suggested checkpoint, not a universal benchmark. Post views are not signup-page visits; page views may also include repeat visits.

Open the analytics for that page and choose a date range. Check what your platform counts and use the same measure each time. If the figures are unavailable, write “unknown,” not zero.

Freebie: _____ Dates: _____

Signup-page views: _____ New signups: _____

Signup rate: signups ÷ page views × 100 = _____%
Use the same dates; if views are zero, leave the rate blank.

▢ Test the link, form and delivery now. Fix problems without waiting for 100 views.

▢ Few relevant visits? Try another useful story or place to share where your audience already spends time.

▢ Visits but few signups? Check the promise, audience fit and ease of signing up. Ask a willing reader what is unclear.

Where visitors came from, and what I learned

One thing I will test next

My product and sales review

Five sales do not mean nobody likes your product. Five people bought it. Find out what helped them decide and whether it did what they hoped.

I might use 50 sales as a later checkpoint for a fuller review, not a number you must reach before learning or improving. Ask for feedback from the first buyers. Review a quiet launch too; fix delivery problems or misleading information straight away.

Product: _____ Dates: _____

Sales-page visits: _____ Sales: _____ Refunds: _____
Use the same dates. Write “unknown” if a figure is unavailable.

▢ Invite honest feedback: what helped, and what was confusing or missing? The questions in Chapter 16 can help.

▢ Save positive feedback in your proof folder. Get permission for the exact words or screenshot before sharing it, and remove private details.

▢ Use constructive feedback to improve the product. Update the sales page to explain specifically what you added or changed, then try again.

What buyers liked, and the feedback I need to act on

One product or sales-page change I will make

My social content review

Set aside a little time roughly every 30 days. A collection of 25 to 30 posts may take two months or longer; you do not need to post more to reach that number. Review what you have each month and give a small sample time to develop.

Platform: _____ Dates: _____

Number of posts reviewed: _____ My goal: _____

▢ Look at saves, shares, likes and comments where available. If your goal is signups or sales, check clicks and those results too.

▢ Read the comments. Which topic, content pillar, story or opening hook seems to connect? Compare similar formats and allow for differences in reach and time since posting.

Up to three posts worth repeating, and the numbers or comments that made me choose them

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What they have in common, and what I will do more of

One new hook, angle or story I will test

Next review date: _____ Result I will check: _____

Getting crickets? Choose one change and try again. Keep what helps, learn from what does not, and repeat at a pace you can keep.

BONUS

Use the Worksheets Again

You can return to the exercises in this book whenever your ideas or circumstances change. Use the writing space here, or keep your own answers in a notebook or document.

Start with the page that would help you make the next decision. You do not need to complete everything again.

Useful places to return to:

- Your intention and vision in Chapters 1 and 2
- The four email templates in Chapter 13
- Your sustainable publishing rhythm in Chapters 7 and 14
- Your freebie plan in Chapter 11
- Your pricing and first goals in Chapter 10
- Your first-sale invitation in Chapter 16
- Your data review and next test in Chapter 19

ABOUT

About Karrie Noor

I'm Karrie Noor, the author of this workbook and the writer behind Midlife Muslimah. This book brings together practical questions and exercises for building an online business while keeping your face private.

My focus here is a pace that fits real life: useful writing, a clear offer and small steps you can return to. You do not have to be online all day to begin.

You can find my newsletter at https://karrienoor.substack.com/.

WHAT TO DO NEXT

Your Next Small Step

You have worked through your intention, your reader, your offer, and the practical steps of sharing it. You do not have to do every part at once. Choose the next decision you can make and the next piece of work you can finish.

For the Midlife Muslimah approach, choose a platform where your audience spends time and a format you feel comfortable creating. Keep your rhythm small enough to continue through the life you actually have.

Keep in touch

You are welcome to read along with Midlife Muslimah on Substack.

https://karrienoor.substack.com/

Choose the letters that are useful to you, and give yourself time to put one idea into practice.

And if you do nothing else, do this: pick one fill-in page from this book that you left blank, and finish it today.

One useful step, then the next. Bismillah.

Notes

You don’t need to show your face to build a business. You need a plan you can write in.

You want an income of your own. You don’t want your face on the internet, a camera in your home, or marketing that asks you to bend your values.

This workbook takes you from an idea to a first offer, one fill-in page at a time. Begin with your niyyah. Finish by asking a real person to buy.

Inside:

- Decide what faceless means for you: your name, your address, payments and the video-call question
- The Five Signals that build trust when there is no face to do it
- Is this halal? The questions to settle on riba, affiliate income, marketing and zakat, and what to take to a qualified scholar
- Choose one problem to solve, make your first digital product and price it
- A freebie, four email templates and a simple shop
- Word-for-word scripts for your first ask, and what to check if nobody buys

No earnings promises. No daily posting quotas. A pace with room for prayer, work, family and rest.

Bismillah. Go and start.

Karrie Noor writes Midlife Muslimah on Substack:
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