

DONE-FOR-YOU GUIDE

The Faceless

REELS GUIDE

**FACELESS STRATEGIES FOR
MASTERING INSTAGRAM REELS**

WITH MRR

FACELESS REELS STRATEGIES

EPRENEUR ACADEMY

THIS IS FOR YOU IF...



YOU ENJOY YOUR PRIVACY

It's okay to value your privacy and prefer to keep a low online profile. You shouldn't have to forfeit your privacy for online success. You can be effective at selling online without disclosing your face!



YOU'RE AN INTROVERT

Entrepreneurs or business owners who may be more introverted and uncomfortable with personal exposure can still find success selling online. You can thrive in the digital marketplace while maintaining a level of anonymity.



YOU WANT TO STAY ANONYMOUS

I get it! It can be freeing to have an account where no one knows who you are behind the screen. It can be easier to write and create when there are less eyes prying at your every move and it can help you feel at ease knowing that your friends and family aren't following along.



YOU DON'T MIND SHOWING UP A LITTLE

Maybe you don't mind showing your face every now and then but you get anxious or overwhelmed at the thought of having to dance in front of strangers on the daily. I'm right there with you! There is a way to strike a balance and this guide will show you how!

LET'S FACE IT...

Showing your face is not for everyone!

Whether you are an introvert, you want to stay anonymous, or you just don't want to dance in front of total strangers on the daily, I get it!

When I began selling digital products one of my first reels was, you guessed it, me dancing. While that reel did better than I expected I never found the courage to do it again. It just wasn't me and in order to sustain this online biz there was no way dancing, or even showing my face on the regular, was going to work.

So I scoped out faceless digital marketers and was amazed! There were other women killing it in the digital marketing space without ever showing their faces! I had hope!

If you check out my account @epreneuracademy you may occasionally find my face. I don't mind having my face showing on my profile pic or in occasional reels, but the majority of my posts are a specific aesthetic that I resonate with.

I just wanted to share that you don't have to go completely faceless, but you also certainly can if you want. Experiment and find what works best for you!

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ADVANTAGES OF FACELESS REELS

- **More Privacy:** You don't have to worry about being recognized in public or having your identity exposed. This allows for more creative freedom.
- **Less Pressure:** Without your face showing, you don't have to worry as much about looking perfect all the time. Your main focus is your content.
- **Time Flexibility:** You can pre-schedule posts and take time off when needed without disrupting your brand's flow.
- **Growing Popularity:** These accounts are starting to really take off and grow followers + go viral at a fast rate! There are plenty of places to take inspiration from + support one another along side this Faceless Marketing journey we are all on!

B-ROLL FOOTAGE

- B-Roll footage is basically background content that you use as the video for your reel. This has become a very popular method for reels which is GOOD because it means less work for you! It also means you don't have to show your face if you don't want to.
- It's easy and less time consuming. Don't underestimate the power of a short, basic clip of something random!
- Our favorite stock + faceless banks:
 - [SOCIAL STOCKS](#)
 - [HAUTE STOCK](#)
 - [EDITORIAL STOCK IMAGERY](#)
 - [CONTENT COVE](#)



- Examples of B-Roll footage include:
- Pushing your stroller on a walk
- Sitting at your computer working
- Pouring a cup of water, coffee, or your protein shake
- A short clip of the sunsetbasically any random thing going on in your life.

Tip: collect 5-7 second clips throughout your day (or designate one day a week to collect several). Add them to an album in your phone so they're easy to find and pick from when you go to create your reels.



SAVEABLE OR SHAREABLE REELS

- The goal of each of your reels (or at least most of them if you're wanting to reach more people) should be to make them either super SHAREABLE or super SAVEABLE (or both!)
- SHAREABLE: this is content that makes your ideal follower think, "This is so me!" OR "This reminds me of this person". The content is specific enough to your niche that it makes them feel seen, heard, and understood... and then they share it!
- SAVEABLE: this is content that is providing something of value to your ideal follower - knowledge, encouragement, guidance, advice, ideas, etc. Anything that they would want to "save" and come back to later.

IDEAL FOLLOWER

I know, I know. You've probably heard "ideal client" and "ideal follower" so many times. But I want to challenge you... do you actually KNOW who your ideal follower is? You really do need to nail this down because with every reel you make, you'll want to make sure you're speaking to this person.

Usually, your ideal follower will be someone similar to you, or someone you would get along with pretty well.



Challenge: take 2-3 minutes, open up the Notes app on your phone, and brainstorm: write down everything you know about your ideal follower. Here are a few questions to get you started:

- What's their gender?
- How old are they?
- Where do they live?
- What do they do?
- What are their hobbies?
- What are their goals?
- What do they need from you?
- How could they feel seen or heard?

Don't skip this! I promise, this will help you create content that resonates, adds value, and attracts the right people to your page.



THE HOOK

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

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

1. On-screen text: the first words your viewer will see when scrolling by your reel. The job of this hook is to get them to stop their scroll and watch your reel.
2. The start of your caption: the first word(s) of your caption. The job of this hook is to get them to actually read your caption. And of course, the better the caption is -> the more time spent reading it -> the more watch time your reel will get -> the more your reel will be pushed to more people.



HOOK IDEAS

The truth about...

I'll be honest...

HERE ↓

Listen up!

Here's what I would tell ___ if they ___

3 things I wish I knew about ___

Don't make this mistake!

POV: ___

If you wish you could ___

Don't believe THIS lie...

5 ways to ___

Be careful not to do this...

3 things to stop doing

Read this if ___

You do not have to ___ if you want to ___

This is your sign to ___

The secret to...

You won't believe this...

Ways to save time on ___

MYTH:

3 mistakes to stop making on ___

Did you know?

REMINDER for ___

The WORST way to...

Steal my...

What your ___ says about you

Do THIS if you...

I was wrong...

Calling all ___!

You'll never guess...

3 things I learned from...

5 things to stop doing if you want ___

Not to be dramatic, but...

Okay, I know what you're thinking...

This feels illegal to know...

You're not going to believe what I just did

This will change how you ___

This might shock you...

Somebody has to say it...

Unpopular opinion warning...

CALL TO ACTION

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

Similar to your hook, you have a couple different options when it comes to your CTA (feel free to use one or both of these for each reel).



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

2. In-Caption CTA: you'll want to include at least one CTA in your caption, and feel free to include more than one! Use your caption CTA to direct viewers to take a specific action (i.e. following you, commenting something specific, sending a DM, sharing their point of view, etc.)



CALL TO ACTION IDEAS

See caption for more Comment [WORD] for the link to ____

Tag someone you know

who needs to see this! Describe your day in 3 emojis ↓

Caption this!

Raise your hand if you can relate!

Head to my stories for more info!

Share the love! Tag your biz bestie in the comments Don't forget to SAVE this post for later!

Follow me for more like this Share this with the first person who pops up when you hit share

Share your take in the comments

Share this with a friend who ____

Can you relate? Comment below!

Head to my link in bio for the free guide

Steal my strategy in the caption

If you found this post

helpful, save it for later! Questions? Comment below!

Head to the link in my bio to claim yours!

If you agree, comment your favorite emoji!

What did I miss? Comment below!

Save this post for the next time you need ____

Go vote for your favorite in my stories!

Seats are limited, save your spot now!

Like this post if you ____

Turn on post notifications

so you don't miss the ____



YOUR MAIN MESSAGE

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

You have 2 options: you can put the “meat” of your main message as on-screen text in the reel itself

OR include it in your caption and use a quick CTA to send people to your caption like I tend to.



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

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

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



YOUR MAIN MESSAGE (CONT.)

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

Only include it on-screen if you can do so without over-crowding the screen, making the text hard to read, or making the video too long.

If you DO include it on-screen, make sure to edit the video so that the text pops up in sync with the rhythm or beat drops of your selected audio.

Even better if you do just one small chunk of text at a time!

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

TRENDING AUDIO

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

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



Then, if you click on this button: [Trending - 1,037 reels](#) you’ll see a list of the top 50 audios that are trending!

I recommend using trending audios with less than 5k- 10k uses tops. Even better: the “original” video has more than 1M views with recent comments from the last few days.

Tip: use your scrolling time wisely! As you’re scrolling through IG and find videos, audios, and/or trends you like, **SAVE** them! You can save reels into folders and you can also save your favorite audios to use later. Just make sure they’re still trending when you go to use them.

COVER PHOTO

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

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

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



Your options:

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



SPLITS & TRANSITIONS

The “Split” feature is within the Instagram app and is basically a way to cut one long clip into multiple tiny clips. This is a proven way to keep your viewer’s attention longer since these days, our attention spans are so short! Using the split feature is especially important if your reel is longer than 5-7 seconds.

[THIS](#) is a great tutorial on using the split feature.

It takes a little bit of practice but once you get the hang of it, it’ll go quick!

Plus, using this feature means you only have to press “record” once, and you still get the feel of multiple takes.

Similarly, transitions between clips are a great way to make your videos more catchy and snappy, and therefore keep people’s attention longer!

[HERE](#) is a great tutorial on why you should use transitions PLUS 5 easy transitions you can do right inside the Instagram app!



BE CREATIVE + BE ORIGINAL

A good way to reach a wider audience is hopping on trends as early as possible. When you're scrolling Instagram, pay attention to reel trends you see over and over.

The key here is to BE ORIGINAL! Hop on trends and use trending audios, but put your own twist on them. It's okay to be inspired by a trend, just do your best to make them your own.

And hey, every now and then if you just want to copy someone's video or verbiage, just make sure to give them credit in your caption!

YOUR SIGNATURE

Your signature is a one sentence call to follow you that you'll put at the end of every caption. It'll tell your viewers very quickly who you are and why they'd want to follow you.

I noticed a substantial increase in my followers when I started implementing a simple signature on each video!



Here's what I use on most of my reels:

✨ Follow [@epreneuracademy](https://www.epreneuracademy.com) for more tips on making money online and finding financial freedom.

Short, sweet, to the point. I'm basically telling my viewer to follow me if they liked this video and want to see more like it. And it works!

Tip: Use the "Text Replacement" feature in your phone settings to save your signature using a shortcut so you don't have to retype the whole thing every time.



YOUR CAPTION

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

Some tips for your caption:

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

HASHTAGS & KEYWORDS

Hashtags are NOT dead. A lot of people claim that they are, but MANY of the pros still recommend using them and personally, I still find a lot of content I like by using hashtags!

Can you get great reach without them? Sure, but I don't think using them will hurt you! If you do choose to use hashtags in your caption, I'd focus on hashtags that are less saturated. It's less likely your video will be found with a hashtag that has millions of uses.



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

For example, some keywords I like to make sure I include somewhere in my reel and/or caption are: mom life, work from home, digital products, working mom, female entrepreneurs, SAHM, etc.

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

MORE TIPS

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

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

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

Filters: don't overdo it with the filters or use crazy abstract ones.

Text Location: make sure your text is in a place that's easy to read and not covered up by your username, the start of the caption, or the graphics.



Save As You Go: "Save As Draft" often. To be extra safe, save your drafts to your camera roll (you'll have to save it without the audio, so make sure you have that audio saved to use later). Instagram glitches and the last thing you want is to lose a reel you've worked hard on.

Schedule In Advance: you can create a reel and schedule it to post at a later time if needed. Read [THIS ARTICLE](#) for instructions on how to do this.

Pay Attention To Insights: you need a business or creator account to see insights for your reels. [HERE](#) is an article about reels insights. Don't stress too much, but definitely pay attention to what reels are performing better. And remember, it's not all about likes! Sometimes, you'll have more shares, saves, or comments than likes. Any type of interaction is good interaction!



SECRET WOMEN'S BUSINESS

MORE TIPS CONT.

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

Keep it simple: Reels don't have to be complicated or time consuming. I used to NEVER post reels because I thought I needed video editing skills to make them fancy and high quality. Don't overthink it!

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

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



YOUR REELS CHECKLIST:

I know this has been a lot of info! So here's a checklist to help you nail the important elements:

- Strong hook (on-screen and the first sentence of your caption)
- CTA's (on-screen and/or in your caption)
- Trending audio
- Cover photo is on brand and properly aligned
- Signature in your caption
- Hashtags and keywords in your caption
- Easy-to-read text (choose the right font and placement)
- Transitions and/or Split feature used (if needed)
- Ideal follower: did you create this reel +. caption with them in mind?
- Is this reel worthy of being saved and/or shared?



HELPFUL APPS

CapCut: Video editing app with more text and editing options if you prefer to create your reels outside of the IG app. Personally, I only use this app when I need to use the green screen feature.

Unsplash: Download high quality stock images (use this for the background photos when using the green screen feature).

Captions: This app is great for if/when you want to post a speaking reel and want to include high quality captions.

ManyChat: Use for automation. If you use a CTA like “Comment [WORD] for the link”, ManyChat is what you can use to automatically reply to the comments and send DM’s with your link.

EPRENEUR ACADEMY

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