

DONE-FOR-YOU GUIDE

guide to
Faceless
PROFITS
Instagram

A STEP-BY-STEP GUIDE TO PASSIVE PROFIT ON
SOCIALS WITHOUT SHOWING YOUR FACE
PLUS 30 DAYS OF INSTAGRAM POSTS

WITH MRR

A GUIDE TO FACELESS INSTAGRAM PROFITS

EPRENEUR ACADEMY

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WHY FACELESS MARKETING WORKS

Welcome to the exciting world of Instagram pages, where anonymity meets profitability!

If you've been keeping an eye on social media trends, you've likely noticed that faceless Instagram pages are all the rage right now. Gone are the days when you needed to be a selfie-savvy influencer to make a mark on Instagram. Today, faceless pages are not just a trend; they're a revolution.

Why Are Faceless pages So Popular?

The beauty of a faceless page lies in its simplicity and anonymity. You don't need to be a public figure or a creative genius to succeed. All you need is a keen eye for curating content that resonates with a specific audience.

The Financial Potential

Hold onto your hats because this is where it gets really interesting! People are making not just a few extra bucks but hundreds of thousands of dollars through these pages. One of the hottest trends within this space is the creation of faceless reels. These short, engaging video clips are not just entertaining; they're money magnets. Brands are willing to pay top dollar for a slice of the action, and affiliate opportunities are abundant.

What's In This Guide?

This guide is your roadmap to creating a successful faceless Instagram page. From identifying your niche and setting up your account to curating content and monetizing your page, we've got you covered. So, are you ready to turn your Instagram page into a passive income stream? Let's dive in!





IDENTIFYING YOUR NICHE

Choosing a niche is like picking the right soil for a plant; it sets the foundation for everything else. A well-chosen niche can be the difference between a thriving Instagram page and one that struggles to gain traction. It's the cornerstone that influences your content, audience, and monetisation strategies.

Research Popular Niches, start by listing down niches that are generally popular on Instagram. For example, travel, food, pets, fashion, and wellness are some evergreen niches. Use Instagram's search function to explore hashtags related to these niches. Take note of the number of posts and the quality of top-performing content. Don't just follow the crowd; look for a niche that genuinely interests you. Your enthusiasm will shine through your work!

Analyze Competition and Market Saturation, once you've shortlisted a few niches, dig deeper to assess the competition. Look for pages that are doing well in your chosen niches. Evaluate the number of followers, engagement rates, and the frequency of posts on these pages. Consider market saturation. Is there room for another player, or is the niche overcrowded? Use tools like SocialBlade or Instagram Insights to gather data on potential competitors. Knowledge is power!

Choose a Niche that Aligns with Your Interests and Has Monetization Potential. After your research and analysis, narrow down your list to one or two niches that not only interest you but also have monetization potential. Think about the products, services, or affiliate programs you could promote within this niche. Always consider the long-term viability of your chosen niche. Will it stand the test of time, or is it a passing fad?



SETTING UP YOUR INSTAGRAM ACCOUNT

A well-optimized Instagram account is like a well-dressed salesperson—it attracts more followers and potential customers. Your account is the first thing people see when they discover you on Instagram, so making a good impression is crucial.

PRO TIP:
IF YOU'RE USING AN EXISTING ACCOUNT, CONSIDER ARCHIVING UNRELATED POSTS TO MAINTAIN A COHESIVE THEME.

Create a New Instagram Account or Repurpose an Existing One. Decide whether you want to start fresh with a new account or repurpose an existing one. A new account gives you a clean slate, while an existing account may already have some followers you can leverage.

Choose a Catchy and Relevant Username. Your username should be easy to remember, spell, and search for. It should also give people an idea of what your homepage is about.

Try to include a keyword related to your niche in the username. For example, if your niche is travel, a username like "WanderlustVibes" could work well.

Add a Link to a Landing Page or Product (Optional). If you have a website, landing page, or a specific product you want to promote, include the link in your bio.

Pro Tip: Consider using a link aggregator like a Stan Store or Linktree to share multiple links through a single URL.

Write a Compelling Bio with Niche-Related Keywords. Your bio is your elevator pitch. Use it to tell visitors what your page is about and why they should follow you. Incorporate niche-related keywords to improve discoverability.

Pro Tip: Use emojis sparingly to break up text and make your bio more engaging. But remember, less is more!

CONTENT CURATION & SCHEDULING

CONSISTENCY IS THE NAME OF THE GAME IN THE INSTAGRAM UNIVERSE. REGULAR POSTING NOT ONLY KEEPS YOUR AUDIENCE ENGAGED BUT ALSO HELPS YOU STAY ON THE RADAR OF INSTAGRAM'S ALGORITHM. THINK OF IT AS KEEPING THE ENGINE OF YOUR ONLINE BUSINESS WELL-OILED AND RUNNING SMOOTHLY.

Source High-Quality Images and Videos Related to Your Niche. Curate content from various sources such as free stock photo websites, creative commons platforms, or even user-generated content (with permission, of course).

Make sure the images and videos align with the aesthetic and theme of your page. Always give credit where credit is due. If you're using someone else's content, make sure to get permission and attribute it to the original creator.

Use Tools Like Canva for Minor Edits or to Add Text Overlays. Import your sourced images into Canva or a similar design tool.

Make minor edits to enhance the visual appeal, or add text overlays to provide context or a call-to-action.

Keep a consistent color scheme or filter across all your posts to maintain a cohesive look. Your page should feel like a well-curated gallery, not a jumble sale.

Schedule Posts Using Tools Like Later or Buffer. Once your content is ready, use scheduling tools like Later or Buffer to plan your posts. Aim for at least one post per day to maintain a consistent presence. Analyze your Instagram Insights to find out when your audience is most active. Schedule your posts for these peak times to maximize engagement.



Engagement *Q* GROWTH STRATEGIES

Engagement is the currency of social media. A page with high engagement rates not only attracts more followers but also ranks better in Instagram's algorithm. Think of it as the magnetic force that pulls people into your orbit and keeps them there.

01

USE RELEVANT HASHTAGS

Research and compile a list of hashtags that are relevant to your niche. Use a mix of popular, moderately popular, and niche-specific hashtags in your posts. Don't overdo it with the hashtags. Instagram allows up to 30, but studies suggest that 9 to 11 hashtags per post offer optimal engagement.

ENGAGE WITH FOLLOWERS & OTHER ACCOUNTS IN YOUR NICHE

Respond to comments and questions on your posts to foster a sense of community. Take some time each day to like, comment, and share content from other accounts in your niche. Engagement is a two-way street. The more you interact with others, the more likely they are to return the favor.

03

RUN OCCASIONAL GIVEAWAYS OR COLLABORATE WITH OTHER PAGES

Plan and execute giveaways to incentivize people to follow your page and engage with your content. Reach out to other pages in your niche for collaboration opportunities. This could be as simple as shoutout-for-shoutout or as elaborate as co-hosting an Instagram Live session. Make sure any collaborations align with your brand and offer value to your followers. Quality over quantity is the rule of thumb here.

Tracking AND ANALYTICS



INSTAGRAM INSIGHTS

Access Instagram Insights through the Instagram app to get data on follower demographics, engagement rates, and the performance of individual posts and stories. Pay close attention to metrics like "Reach," "Impressions," and "Engagement Rate." These will give you a good idea of how well your content is performing.



GOOGLE ANALYTICS

If you're directing traffic to an external website or landing page, use Google Analytics to track user behavior, conversion rates, and other key performance indicators (KPIs). Set up specific goals in Google Analytics to measure the effectiveness of your Instagram traffic in achieving desired actions, like making a purchase or signing up for a newsletter.



AFFILIATE DASHBOARDS

Most affiliate programs provide a dashboard where you can track clicks, conversions, and commissions. Use UTM parameters in your affiliate links to track their performance directly in Google Analytics.



BRING IT ALL TOGETHER

What gets measured, gets managed. Tracking and analytics give you the insights needed to understand your audience, optimize your content, and ultimately, increase your earnings. Think of it as the compass that keeps your Instagram Themepage sailing in the right direction.



TURNING YOUR PASSION INTO PROFIT

By understanding the monetization landscape and implementing smart strategies, you'll unlock the potential to transform your passion into a viable and rewarding business.

GROWING YOUR AUDIENCE

By nurturing your audience and creating a thriving community, you'll lay the foundation for long-term success as a content creator.



30 DAYS OF INSTAGRAM POSTS

Day 1: Quote Showcase

Share powerful quotes and motivational messages that resonate with your audience. Use eye-catching graphics to enhance the impact.

Day 2: Behind-the-Scenes

Give a sneak peek into your workspace, tools, or creative process without revealing your face.

Day 3: Product Spotlight

Highlight your products or services through visually appealing images, infographics, or demonstrations.

Day 4: Customer Testimonials

Share positive feedback from satisfied customers. Turn text or reviews into engaging graphics.

Day 5: Throwback Moments

Take your audience down memory lane with old photos, milestones, or achievements.

Day 6: Polls and Surveys

Engage your audience by asking questions and hosting polls related to your niche.

Day 7: Inspirational Stories

Share success stories, transformations, or inspiring anecdotes related to your journey or industry.

Day 8: Quick Tips

Offer bite-sized tips, tricks, or hacks relevant to your niche.

Day 9: User-Generated Content

Feature content created by your followers, such as fan art, testimonials, or creative use of your products.

Day 10: How-To Guides

Create step-by-step guides or tutorials on topics your audience would find valuable.

Day 11: Curated Content

Share interesting articles, videos, or resources from others in your industry.

Day 12: Infographics

Present information, data, or insights using visually appealing infographics.

Day 13: Fun Facts

Educate and entertain your audience with intriguing facts related to your niche.

Day 14: Product Teasers

Offer a glimpse of upcoming products or projects to build anticipation.

Day 15: Motivational Mondays

Start the week with a dose of motivation, positivity, or a challenge for your audience.

Day 16: Book or Movie Recommendations

Share your favourite books or films related to your niche.

Day 17: Caption This!

Post an interesting image and encourage your audience to come up with creative captions.

Day 18: Fill-in-the-Blanks

Share a sentence or phrase with missing words and ask your audience to complete it.

Day 19: Industry Insights

Discuss trends, news, or insights from your industry without showing your face.

Day 20: Myth Busting

Debunk common myths or misconceptions in your niche.

Day 21: Follower Q&A

Answer questions submitted by your followers. Create visually appealing text-based graphics.

Day 22: Shareable Quotes

Design quotes that your audience can easily share on their own social media.

Day 23: Storytelling

Craft engaging stories that relate to your niche or experiences.

Day 24: Fill-in-the-Gap Challenges

Challenge your audience to complete sentences or share their opinions on specific topics.

Day 25: Flashback Friday

Share memorable moments or content from the past to spark nostalgia.

Day 26: Infographic Tips

Create graphics that offer quick tips or suggestions related to your niche.

Day 27: Data and Statistics

Share relevant data or statistics in an engaging visual format.

Day 28: Puzzle Time

Post brain teasers, riddles, or puzzles for your audience to solve.

Day 29: Playlist Recommendations

Curate playlists that match your brand's vibe or resonate with your audience.

Day 30: Reflection and Gratitude

Reflect on your journey, express gratitude, and share your excitement for what's to come.

WRAPPING



IT UP

KEY TAKEAWAYS

6 MAIN HIGHLIGHTS

LET'S DO IT

Identifying Your Niche: The foundation of your Instagram page. Choose wisely to set yourself up for success.

Setting Up Your Account: Your Instagram profile is your digital storefront. Make it inviting.

Content Curation and Scheduling: Consistency is key. Use tools to help you maintain a regular posting schedule.

Engagement and Growth: Interact with your audience and collaborate with others in your niche to boost your page's visibility and engagement.

Monetization: Turn your Instagram page into a revenue-generating machine through affiliate marketing, sponsored posts, and selling digital products.

Tracking and Analytics: What gets measured, gets managed. Use analytics tools to make data-driven decisions.

RESELL FOR 100% PROFIT RESELL FOR 100% PROFIT RESELL FOR 100% PROFIT RESELL

Want to keep learning? GET THE MRR COURSE

Who is the Simply Passive for?

A brand new beginner with zero experience making passive income – a simple & straightforward guided course. A person that’s stuck & lost in digital marketing – course full of strategies to get unstuck. A person that wants to grow & scale their digital marketing business.

Simply Passive With Master Resell Rights

A course designed to teach ordinary people how to make purpose- driven & sustainable passive income that matters.

45+ videos included

Neutral branding & aesthetic

All modules/lessons taught faceless

Easy & straightforward on-ramp for beginners to learn how to go from A-Z with digital marketing How to build a solid foundation & make sustainable passive income for years to come

Branding yourself

Finding your voice

Niches – how to figure out WHO to serve and HOW to serve them

How to create your own digital products based on what you’re passionate about (and templates to get started!)

All the tech/setup to list your own digital product in a simple way

Storytelling email marketing (Flodesk) & email templates

Captions, hashtags & hooks

Selling in stories

How to sell in DM’s

Deep dive into content creation strategies

Deep dive into social media strategies

Creating & setting up StanStore

Lead magnets/freebies (with templates!)

Time management

Content batching

Faceless Marketing Content modules

Mindset

Automation tools – and when & how to use them!

Click Here

THE COURSE GET THE COURSE



Simple. Sophisticated. Strategic.

LIVE NOW

THE COURSE GET THE COURSE

Thank you

FOR READING

YOU'VE MADE IT TO THE END OF THIS COMPREHENSIVE GUIDE ON CREATING AND EARNING PASSIVE INCOME WITH A FACELESS INSTAGRAM. FROM IDENTIFYING YOUR NICHE AND SETTING UP YOUR ACCOUNT TO CURATING CONTENT, ENGAGING WITH YOUR AUDIENCE, AND MONETIZING YOUR EFFORTS, WE'VE COVERED IT ALL.

CREATING A FACELESS INSTAGRAM PAGE IS NOT JUST A TREND; IT'S A SUSTAINABLE BUSINESS MODEL. WITH THE RIGHT STRATEGIES, YOU CAN TURN YOUR PAGE INTO A PASSIVE INCOME STREAM. THE JOURNEY MAY BE CHALLENGING, BUT THE REWARDS—BOTH FINANCIAL AND PERSONAL—ARE WELL WORTH THE EFFORT.

SO, WHAT ARE YOU WAITING FOR? YOUR INSTAGRAM PAGE AND THE PASSIVE INCOME IT CAN GENERATE ARE JUST A FEW CLICKS AWAY. GO AHEAD, TAKE THAT FIRST STEP, AND DON'T LOOK BACK. YOU'VE GOT THIS!

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Questions? Reach us at : info@epreneuracademy.com