

DONE-FOR-YOU GUIDE

the faceless *Digital* *Marketing* PLAYBOOK

A STEP BY STEP IN-DEPTH BLUEPRINT TO LAUNCHING
YOUR FACELESS DIGITAL PRODUCT BUSINESS

WITH MRR

BY EPRENEUR ACADEMY

WHAT ARE RESELL RIGHTS?

Starting a digital product business can be daunting, so I decided that I wanted to help people overcome one of the biggest hurdles – creating a digital product from scratch.

I wanted to offer people a digital product template that took out the stress of creating one, yet still provided a TON of value!

I wanted to offer them a digital product that would always be profitable and in high-demand.

Let's face it, with the world going digital, and the cost of living rising, it's no wonder more and more people are looking for ways to make extra income online!

Gone are the days you need a university degree or special skills to start a business, and with resell rights, you DEFINITELY don't need anything out of the ordinary!

This Playbook comes with **Private Label Rights and Master Resell Rights**. This allows you to modify the e-book and resell it as your own, with resell rights too!

REBRANDING & RESELLING THIS PLAYBOOK

When it comes to using digital products with resell rights, there's an essential step that ensures your success: rebranding and renaming your products.

WHY IS REBRANDING IMPORTANT?

Rebranding allows you to make the Playbook your own. By changing the branding elements — like the name, logo, and visual identity — you can create a unique product that stands out in the market. This process helps in establishing your distinct identity, ensuring that your customers see your product as something exclusive and different from others available.

BUILDING TRUST AND CREDIBILITY:

When you rebrand the Playbook, you're demonstrating your commitment to delivering a unique and tailored product to your audience. It helps in building trust and credibility, allowing your customers to see the product as a part of your brand, enhancing its perceived value.

AVOIDING DUPLICATE CONTENT PROBLEMS:

Rebranding and renaming the Playbook also serve to prevent any issues related to duplicate content. By personalizing the content, you're ensuring that your product is original, avoiding any confusion or potential penalties associated with using unaltered content.

EMPOWERING YOUR BUSINESS:

Ultimately, rebranding empowers your business. It offers you the flexibility to customize the Playbook to suit your target audience's needs, style, and preferences, giving you a competitive edge in the market.

IMPORTANT! PLEASE READ:

If you wish to resell your e-book WITH resell rights to your own customers, you MUST adhere to the following terms:

- **Change the NAME and COVER of the e-book** (this is recommended whether or not you wish to resell this playbook with resell rights to ensure distinction between businesses).
- **Provide your customers with your OWN Canva template link after modification** (you CANNOT provide them mine). Go **HERE** to learn how to get your own link or learn how inside this Playbook.

*Please reach out to me on Instagram if you have any questions. :)

WHAT IS FACELESS MARKETING?



Faceless marketing refers to creating an online presence and monetizing it without showing your face. Your online presence showcases your brand, products, and content without revealing your physical identity.

Faceless marketing places a strong emphasis on branding through words, visuals, and your unique persona.

Inside this Playbook, we are going to discuss how you can build your own personal faceless brand on Instagram and/or Tiktok, and create a stream of income with digital products while you're at it!

So, grab a coffee or tea, and let's get started girl!

WHY GO FACELESS?

There are many perks to marketing your business faceless:

- **More Privacy:** You don't have to worry about being recognized in public or having your identity exposed.
- **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.
- **Creativity Freedom:** You're able to fully create and showcase your skills without feeling the pressure of being judged
- **Keeps The Professionalism:** If you are a professional and don't want to be discovered by co-workers or business partners, this a great way.



it's a
beautiful
day to go
after your
dreams.

@EntrepreneurAcademy

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QUICK ROADMAP ON HOW IT ALL WORKS

ONE

PICK YOUR NICHE + AUDIENCE

Choose a profitable topic/area you're passionate about (health, wealth, relationships, parenting etc), and a target audience you want to help.

TWO

MARKET RESEARCH

Do your research and identify a common problem that people in your niche face.

THREE

DIGITAL PRODUCT CREATION

Purchase a DFY digital product (just like this one) or create one from scratch and customize it. This digital product should be the solution to your target audience's problem.

FOUR

MARKET YOUR PRODUCTS

This is what you'll spend most of the time doing in your business for just a few hours per day. Create faceless content on Instagram to showcase your product and attract your ideal audience.

FIVE

COMMUNITY + BRAND BUILDING

As you market your digital products, you should also focus on building your faceless brand and community through your content. You want to create a community of loyal "fans".



chapter 1

YOUR VISION



When starting any business, it's important to gain clarity on your purpose for starting in the first place. The reason is, without a purpose, you're likely to give up when things get hard. The first step on this amazing journey is getting crystal clear on your why, ideal niche, and dream customer/ target audience. **Trust me when I say, DON'T skip this crucial step!**

DETERMINE YOUR WHY

Before determining what you'll sell, it's crucial to understand why. This will reveal your deepest motives, and help you push through the "hard" days:

Ask yourself:

- What originally attracted me to this online business?
- What impact do I most want my work to have in the world?
- How is this business going to change my life? What will I, and my loved ones gain from this?

Be honest with yourself here girl, and dig deep. The most successful businesses solve real problems from an authentic place of passion. Yours is no different.

CHOOSE YOUR NICHE

Once you tap into your underlying drive, now it's time to use it to choose a niche you're truly passionate about.

WHAT IS A NICHE?

A niche is just a specific area or topic that you focus on. It's what makes your content unique and helps you attract a targeted audience. For example, my niche is online wealth. More specifically, I help ambitious women monetize their Instagram through digital products.

WHY IS IT IMPORTANT?

When you have a clear niche, you attract a specific audience that is interested in the things you talk about and sell. You build a following with high focus interest, so it's way easier to monetize your content. It also builds credibility because you become an expert in that specific area. People start to see you as someone who can be trusted and knows what they're talking about.

With so many content creators out there, having a niche can help you stand out from the crowd. It makes it easier for people to remember you and it also helps you differentiate yourself from others who may be creating similar content.

Narrow it down to a specialty area you:

- Feel truly excited and curious about daily
- Consider yourself knowledgeable in already (you DON'T have to be an expert though!)
- Could create endless content around

For instance, someone passionate about the environment might choose a niche like zero-waste living, ethical cosmetics or fashion. Let your pre-existing passions guide you.

Picking a niche is one of the most important things you'll do to build a successful digital product business and content strategy. It determines your **audience, content topics, and revenue potential.**

THE PERFECT NICHE:

Your niche should sit at the intersection of things you are passionate about, the things you are knowledgeable about, the problem you are solving for others, and the demand available. Also, make sure your niche is profitable.



CHOOSE YOUR DREAM CUSTOMER

It's time to think about your dream customer (target audience). The entire purpose of a digital product is to **solve a problem** within a particular niche and for a specific audience.

It's super important to know exactly who your target audience is when selling digital products. Why? Because it helps you craft a message in your marketing strategy that will connect directly with a specific audience who is more likely to convert into a customer.

Let's start by identifying your ideal audience's **demographic characteristics** such as age, gender, location, education, and occupation.

Think about what kind of content and digital products they might be interested in, and what their values and beliefs might be. Let's have some fun creating your ideal customer persona!

Give them a name, personality traits, and a backstory that reflects their characteristics, interests, behaviors, needs, and wants. This will help you create a message through your content that speaks directly to them and builds a connection with them.

As you can probably already tell, my target audience is women. My **branding, content** and **language** all target women. Women who want to build their own businesses to support their family and live freely, in particular.

CHALLENGE:

Take 2-3 minutes, grab a pen & paper, and brainstorm. Write down everything you know about your ideal customer.

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?

Once you've determined those core customer attributes, you've identified your target audience. Become intimately familiar with their world, interests and values. This allows you to tailor both your products and marketing to connect with them!

By getting clear on your why, choosing a profitable niche, and understanding your audience's desires, you've set the **foundation for faceless business success.**

Let's move on!





BUILD YOUR BRAND

Ok girl, this is one of the most exciting parts of building your business – YOUR BRAND!

Building a personal brand will make you stand out from the crowd. **What is a personal brand really?** You can think of it as your reputation. It's what others think of you when you're not in front of them.

Believe it or not, building your brand is about so much more than colors and fonts. How you make people feel is your brand. What you are known for is your brand. Your unique authentic self is your brand. Your story is your brand.

YOUR ENERGY IS YOUR BRAND!

For your brand, you will want to consider things like:

- **The “tone” of your messaging** (i.e. serious, casual, funny, sassy, professional, inspiring, authentic, etc.)
- **The style of your products and social media** (i.e. feminine, modern, minimal, luxurious, bold, bright, moody, etc.)

- **The values you communicate in your content and decision-making** (i.e. ambition, gratitude, family, success, motivation, freedom, adventure, joy, etc.)
- **Your “brand story”** (i.e. your personal story or parts of your journey that will resonate with your target audience)

Start collecting screenshots of other people’s Instagram feeds or content that best represent your own personal style and the look you are wanting to achieve with your business.

Pay attention to fonts, colors, and even the layout of others’ bios!

These screenshots can be collected inside a photo album. Trust me, they will come in handy when you are actually setting up your own Instagram profile where you will be bringing in traffic to your digital product!

QUICK TIP:

Pinterest can be a great place to find color inspiration! You can just type “Instagram Color Palette” into the search bar and look through the photos that come up. But remember: Sometimes less is more! You don’t want too many colors.





ELEMENTS OF PERSONAL BRANDING

VISUAL IDENTITY

Your visual identity is everything from your profile picture to the fonts and colors you use in your content. When you have a consistent visual identity, it can make your brand more memorable and recognizable to your audience.

CONSISTENCY

Branding is consistency. Make sure that your content, visual identity, and tone of voice are consistent across all of your social media platforms and stores. Also make sure you stick to your posting schedule so you don't let your audience down!

TONE OF VOICE

Your tone of voice is the way you express yourself through your words, both written and spoken. It's not just the words you use, but also your choice of emojis, sentence structure, and even punctuation. All of these elements contribute to the way your brand communicates with your audience.

ENGAGEMENT

If you want to build a strong community around your personal brand, it's important to engage with your followers on a regular basis. Whether it's responding to comments and messages or creating opportunities for your followers to interact with you and each other.

A woman with long blonde hair is sitting at a desk, working on a laptop. She is wearing a white blouse with gold buttons. On the desk, there is a glass of iced coffee with a gold straw, a gold pen, and a notebook. The background is softly blurred, showing a bright, airy workspace.

chapter 2

OPTIMIZING YOUR PROFILE

NAME YOUR PAGE

When it comes to naming your page, you will want to be thinking about what's going to be the clearest and simplest way to communicate what you're offering to your target audience.

If you are creating a faceless page: You want to have the theme IN THE NAME. For example, I chose Pretty CEO Co. because when people search the word CEO on Instagram, it is likely to come up.

If you are starting a new page for YOUR BUSINESS, choose the business name OR your name. You want to avoid having to change your name down the track and you never know how your business might evolve so don't choose a name that narrows you down too much like "side hustles" or "digital products".



REMEMBER:

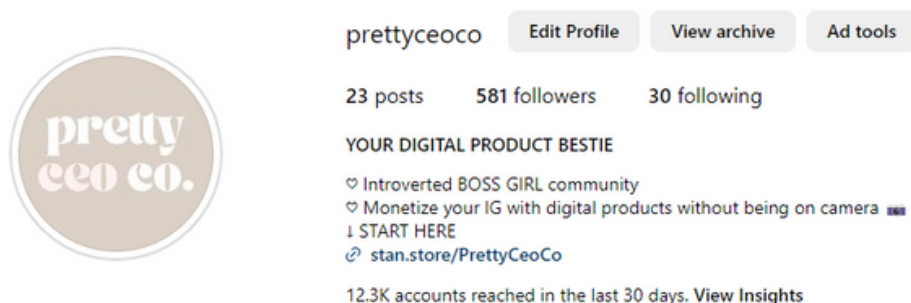
Choose your own personal branding, please do not copy mine or others. This is where YOUR personality and passions come to life – so be original!ws you down too much like "side hustles" or "digital products".

WRITE YOUR PROFILE BIO

One thing I tell everyone is your Instagram page, more specifically your bio, is literally the first impression your audience see when they click on your page, so optimizing it is crucial if you want to gain followers!

Thing to include in your bio:

- One catchy relatable description
- Niche or product category clarification
- What you help your target audience with
- Call-to-action driving traffic or sales



←
**EXAMPLE OF A
FACELESS BIO**

HOT TIP:

Your Instagram name is Search Engine Optimized (SEO). This simply means that it allows your page to be more “findable” when people search for a specific name and/or topic.

In the example above, you can see I’ve included a keyword related to my niche “digital products”. This way, when someone is searching for “digital products”, my name can show up in the search.

CREATE YOUR FACELESS PERSONA



Your persona encapsulates the vibe you portray through written, static, and video content.

Elements that shape your persona:

- Personality traits and personal interests you share
- Your personal story, vision and values for your brand
- Profile picture and images showcasing your brand (no face)
- Written tone, voice, language, and communication style

Aim for a persona that intrigues people enough to stick around. Share real parts of yourself while maintaining privacy.

Don't forget to share your story. Story-telling is SO powerful because people LOVE to connect with REAL people! That is EXTREMELY important when running a faceless business!



chapter 3

/ MONETIZE YOUR FACELESS PAGE

Now that you have your business foundations set up, it's time to monetize your faceless Instagram page.

There are a few ways to do this, but in this Playbook, we will discuss **monetizing with digital products**.

If you read my freebie **"The Digital Product Starter Guide"**, you'll know exactly why digital products are the best way to monetize your social media account.

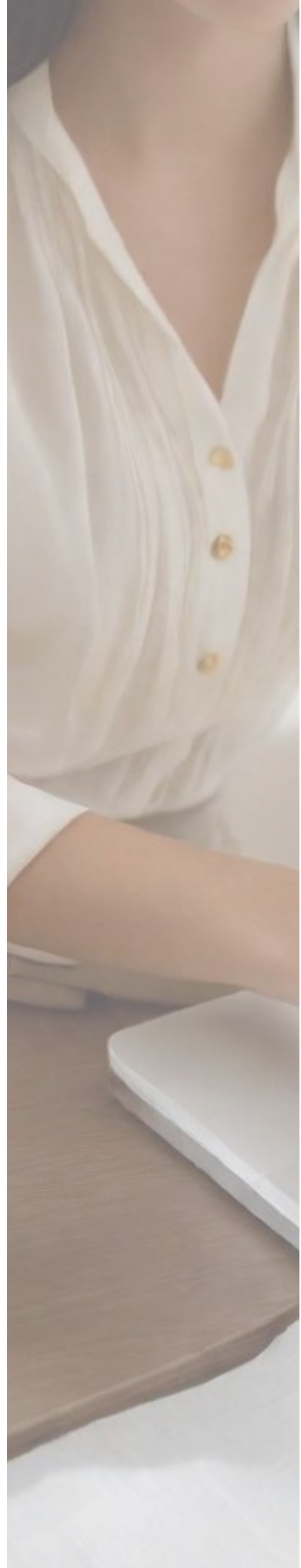
They are extremely cost-effective, require zero inventory or shipping, and have great profit margins – making them an extremely profitable way of making money online.

Before creating a digital product though, you need to first make sure that it's even in-demand.

MARKET RESEARCH

The main key to success in digital product creation, is the **problem you solve for your audience**. You need to create a digital product that offers a solution to their pain points.

But how do you find the problem you solve? There are a few ways you can define the problem your target audience struggles with, and you do this through market research. **On the next page you will find how you can conduct your own market research.**



KEYWORD RESEARCH:

Use keyword research tools like [Wordstream](#) or [Answer The Public](#) to find out what people are searching for in your niche. Look for **high search volume keywords (around 20k+)** related to problems and challenges your target audience is facing.

SOCIAL MEDIA:

Looking at comments on **YouTube** videos or **Instagram** posts related to your niche can be a great way to understand your audience's struggles and pain points. By reading through comments, you can gain insights into your audience's experiences, opinions, and frustrations. You can see what kind of questions they are asking, what problems they are facing, and what solutions they are looking for.

SURVEYS AND POLLS:

Reach out to your existing audience with surveys and polls to gather information. Ask questions about their **struggles, pain points, and challenges**. This will give you insight into their **needs**, and help you tailor your a digital product to their interests.

FORUM DISCUSSION:

Browse forums and online communities related to your niche to see what people are **discussing**. Look for topics related to **pain points** and **challenges** your audience is facing. **Tip:** Reddit is a great one to start with!

PERSONAL EXPERIENCE:

Chances are that you have lived through the struggles and pain points of your target audience. Use that knowledge to create a digital product that resonates with them. Use your own story and insights to build a connection through your digital product.

HOT TIP:

Use Chat GPT and the prompts below to generate more ideas:

- **What are the 10 most searched-for questions about (your niche)?**
- **Who are 10 online influencers in (your niche)? Please include their website and the area of expertise they cover.**
- **What types of digital learning offers do other experts in (your niche) offer? Provide me with 10 specific topics they cover in their digital products.**

WORDSTREAM

Wordstream is an excellent and simple way to find out just how profitable your ideas are. You can start searching some keywords for your digital product ideas!

Here you can learn just how common the problem you're trying to solve is, by seeing how many people are searching for it on search engines every month!



Compile a list of keywords that you think your target audience in your niche would search and type them into Wordstream. You want to aim for a **minimum of 20k searches for each keyword**. Make sure you jot these keywords down!

Here is an example using the keywords “weight loss

Keywords	🔍 Monthly search volume
keto diet program	49,500
ketogenic diet program	49,500
keto diet for weight loss	14,800

I want you to use your chosen niche and ONE question within that niche that you want to answer. This is the problem you are going to solve with your digital product! Eventually you can create additional digital products that answer other questions, but let’s start with just one.

Some examples of digital products that solve a problem for their niche:

- How to start a photography business guide
- How to homeschool guide
- How to budget and financial plan in 2024 guide
- Mindfulness workshop
- Nutrition & weight management webinar
- Fitness tracking worksheets
- Social media planning worksheet

PRO TIP: Pay close attention to the other problems & pain points your customers express to you as they're solving one problem with your first digital product.

Note them down! These conversations will give you ideas for your **NEXT** digital product (and believe me when I say, the ideas won't stop flowing)!



DFY DIGITAL PRODUCTS

Now don't forget that you can customize this Playbook on Canva and sell it as your own too! However, I want you to know how you can create your very own DFY digital product! So let's get right into it.

Firstly, you have TWO options: Purchase a DFY digital product on either **Etsy** or **Creative Market** , OR create a DFY digital product yourself using Canva's FREE templates!

ETSY/ CREATIVE MARKET:

- Go to Etsy or Creative Market and search **“PLR”** or **“private label rights”**.
- Search around for any PLR (Private Label Rights) digital products that align with you, your market research and the problem you want to solve for people.
- Once you've settled on a PLR digital product, write down an **“I help” statement**. This is going to help you get clear on the message of your branding and digital product.

Examples:

“I help busy moms with healthy school lunch ideas that don't take up more than 10 minutes of their day!”

“I help stay-at-home moms create passive income through digital products!”

FREE CANVA TEMPLATE:

1. Go to **CANVA**
2. Type in the type of template you're looking for, like "planner", "checklist", "eBook", "calendars" etc. in the search bar.
3. There are a ton of beautiful aesthetic ones to choose from! Simply input your content and branding into it, customize it as your own, and save it as a **PDF document**, and voilà! You have created your own digital product!

NOTE: If you use any of Canva's free templates, be sure to customize it as your own before selling it – check their policy [HERE](#) for further clarification.

CUSTOMIZING/ SAVING YOUR DIGITAL PRODUCT:

- 1 Open your PLR digital product on [Canva](#).
- 2 Customize the colors and fonts to your branding and style. You can even add or subtract text – it's completely your choice. New to Canva? Click [HERE](#) for a FREE tutorial!
- 3 Once you're happy with the final product, save your digital product as a **PDF document**.



RESELLING WITH RESELL RIGHTS

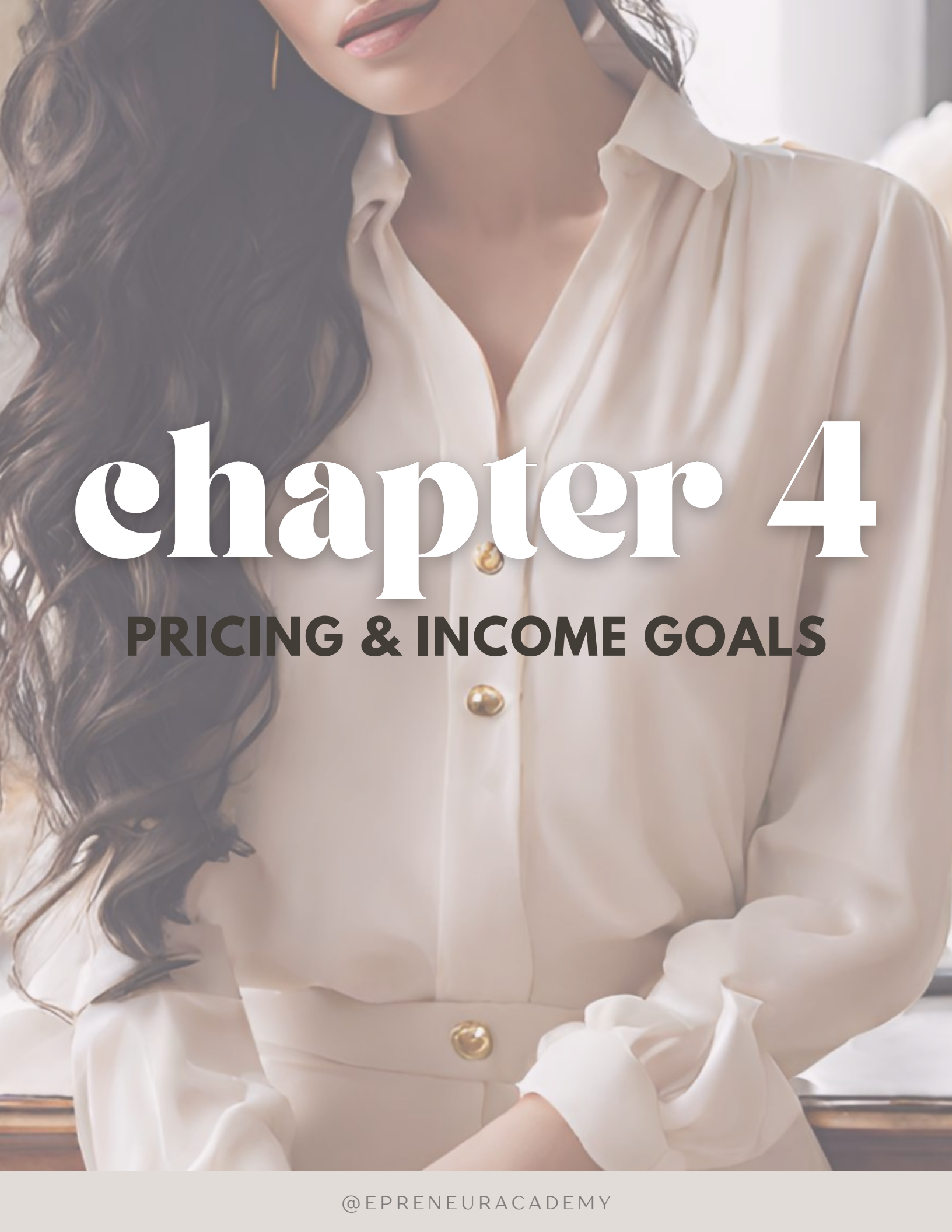
4

THIS STEP ONLY APPLIES TO RESELLING THIS PLAYBOOK:

As my Playbook came with **full resell rights**, you have the option to resell it **with** resell rights to your own customers. To provide them with an **editable Canva link** (just like I provided you with your purchase so you could edit this), follow these steps to get your **own** editable Canva link for your customers:



NOTE: This link will be provided to your customers in the confirmation email with their purchase of your DFY digital product. We'll get to that later!



chapter 4

PRICING & INCOME GOALS

PRICING YOUR DIGITAL PRODUCT

First, I want to advise you that there's no "one right price". However, when first starting out, it's a good idea to have a lower ticket product priced between **\$30-\$100**.

You can always increase this price as your expertise and audience grow, but just to get your feet wet, starting off at this price is a great start!

POPULAR PRICING MODELS

- **Low ticket** – \$10 to \$50. A higher volume of sales is needed but a lower barrier to purchase.
- **Mid ticket** – \$100 to \$500. Balance of profit margin and easier selling than a high ticket.
- **High ticket** – \$1000+. Maximizes per sale profit but smaller customer base.

Right now I want you to think about the price you'd feel most **comfortable selling at**, as this will help you hit your income goals!

Also, remember to come from a place of **serving** your audience first, because that is what is going to gain you a LOYAL customer.

HOT TIP:

HOT TIP: Research suggests that if you want your product to be perceived as a “luxury” good, then your prices should end in an even number (such as 0). If you want your product to be perceived as a discounted item, end prices in an uneven number (such as 7 or 9).

Grab a piece of paper and answer the following questions:

- What is the core value/benefit your product provides customers? How will it help them?
- What pricing range are competitors selling similar products for?
- What production costs will you incur to create the product? Account for your time, tools used, and services needed.
- What price point aligns with the value you are providing? Consider the transformation you can create.
- What price seems fair and reasonable to your target customer?
- What price could maximize your profit margins? Consider recurring revenue models.
- What introductory price may attract new customers to try your product? Think tiered pricing.

PRICING THIS PLAYBOOK:

I recommend having a proper think about the **amount of value packed inside this Playbook**. I know you see people selling their own guides for \$27-\$47, but don't cheapen your business because of this! **Know your worth, market strategically, and people WILL buy from you.**

YOUR INCOME GOALS

Now that you've decided on your pricing, let's talk about income goals!

Think about the monthly income you'd like to be bringing in at the 12 MONTH MARK in starting your business.

To make it simple with the math breakdown, let's say your goal is \$100k/month.

Now, take that number and **divide it into four quarters** like this:

1st quarter: \$10k

2nd quarter: \$20k

3rd quarter: \$30k

4th quarter: \$40k

Do you see how with each quarter, it progressively increases? This is because this is what businesses generally experience! They start bringing in a smaller amount, and with consistency, time & effort - it compounds!

Your First Quarter:

Let's look at your first quarter (your first 3 months post-launch)...

If the goal is \$10k, those first three months might look a little something like this:

month 1: \$2k

month 2: \$3k

month 3: \$5k

Now, let's look at...

Your First Month:

If your goal is to bring in \$2k in your first **30 days** of launching your digital product at \$97, you'd only have to make **20 sales!**

Are you now realizing how crazy good the potential with this is now?! Even as a beginner, even as someone starting a new Instagram account?!

And the coolest part? It's PASSIVE income, meaning you could be making \$\$ in your sleep!

It's sales being made because of a few social media posts per week and one simple funnel you have already set up.

Passive income is life-changing, girlfriend! Now let's get to work on getting everything set up so you can start bringing it in!



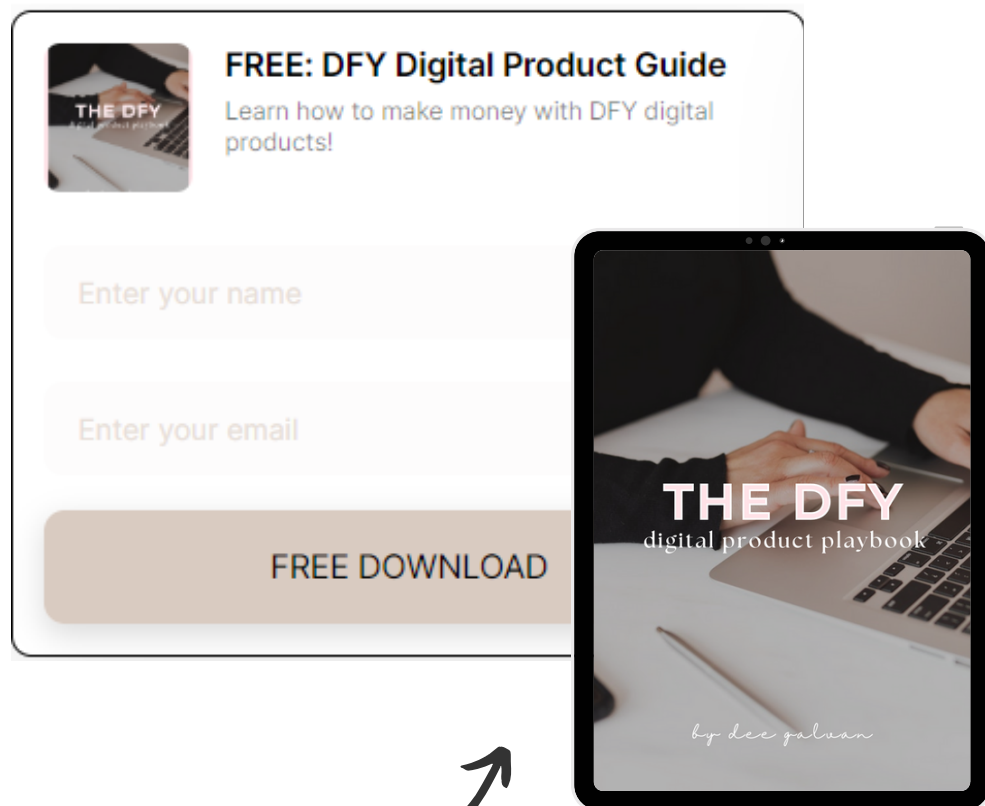


chapter 5

YOUR FREEBIE

Selling digital products is great, but we need to start making your business more automated (so you can make money while you sleep!). One of the ways we do this is through offering our audience a freebie.

A freebie (or lead magnet) is an incentive you offer your target audience in exchange for their email address. There are plenty of freebie types you can offer. A mini guide, listicle, eBook, mini course, just to name a few.



FREE: DFY Digital Product Guide
Learn how to make money with DFY digital products!

Enter your name

Enter your email

FREE DOWNLOAD

THE DFY
digital product playbook
by dee galvan

freebie example

Here is why offering a freebie is important:

LIST BUILDING:

A freebie is a great way to grow your email list (we'll dive more into email marketing later). Anyone who signs up to your email list is called a "lead". Having an email list allows you to directly reach your audience, nurture leads, and convert them into paying customers over time.

TRUST & AUTHORITY:

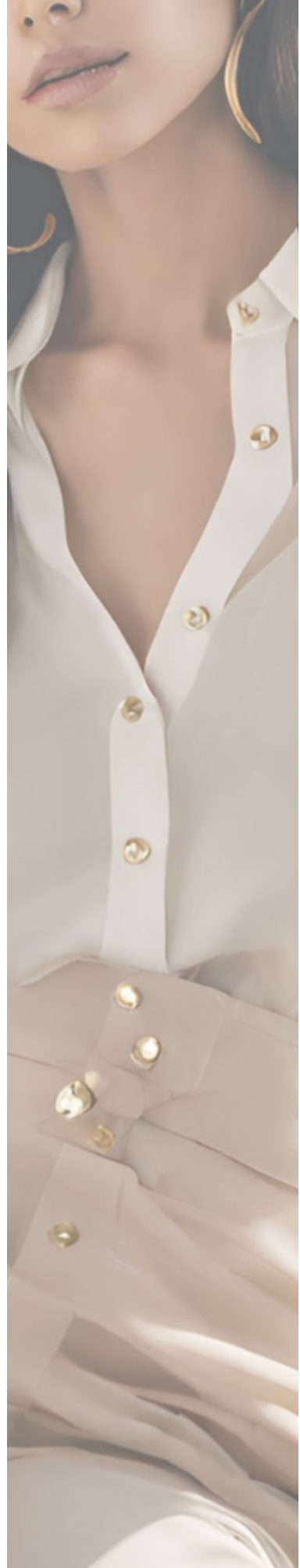
Providing valuable content through a freebie establishes trust, and positions your brand as an authority in your industry. When people see that you're willing to share valuable information without an immediate sale, they are more likely to trust your future recommendations and offerings.

SECURITY:

In the event (knock on wood) your social media account were to be suspended or banned, having an email list ensures your audience (or business) won't be completely lost!

BUSINESS AUTOMATION:

Growing an email list and email marketing is the KEY way your digital product business is going to run on autopilot. It is what will enable you to make sales while you sleep or are out with your fam!



LEAD NURTURING:

Once you've collected leads, you can use email marketing to nurture those leads over time. You can provide additional valuable content, share success stories, and gradually guide leads through the buyer's journey, ultimately increasing the likelihood of sales conversion.

LONG-TERM RELATIONSHIP:

Lead magnets are not just about immediate conversions; they are a tool for building long-term relationships with your customers. Through ongoing communication and valuable content, you can keep your audience engaged and turn one-time buyers into repeat customers.



CREATE YOUR FREEBIE

It is important that your freebie is directly related to your paid digital product. Your freebie is going to give your ideal customer a **sneak peek** into the value that they will receive in your paid offer. **Give them a taste, but not the entire bite!**

A freebie provides a solution to a problem. To entice your target audience to download your freebie, you need to offer them a solution to a problem they are wrestling with. Oh, and make sure it holds value! You don't want to be offering something NOBODY would opt in for!

TYPES OF FREEBIES:

- Webinar/ Mini Course
- Mini Guide or Ebook
- Templates
- Check-lists/ Listicles
- Short Training Videos

NEED INSPO?

Look into what other people in your niche are offering as freebies by signing up to their email lists. Remember, don't copy them, just use them as a guide!

HOT TIP:

Go to Etsy and type in "lead magnets" or simply create one for FREE on Canva! Type in "lead magnet templates". Input your information, and you have a freebie! I recommend starting with a free guide or listicle relating to your paid offer!



lead magnet template

Home > Templates > Lead magnet template

Lead Magnet Template templates

Browse high quality Lead Magnet Template templates for your next design

All Filters Category Media

113,421 templates



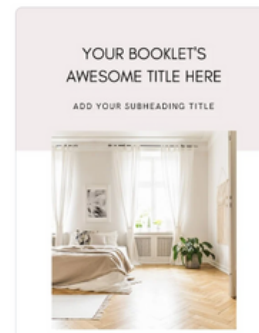
Essential Criteria Checklist eBook Le...
Document by The Template Tribe



Ebook - Lead Magnet Templates for ...
Document by Visual Vibes



Brown simple modern ebook lead m...
Document by She Talks Business



Coffee ebook | lead magnet | Workb...
Document by Coach and Mentor

Here are some tips for creating a freebie:

- **Provide real value:** The freebie should deliver meaningful value, not just be a gimmicky giveaway. Offer actionable advice.
- **Solve a pressing problem:** Focus on helping with an urgent pain point your audience has.
- **Partial sample content:** Give a preview of your paid product's full training.
- **Case studies and examples:** Demonstrate your expertise and past success.
- **Action steps and exercises:** Include activities to engage readers to implement advice.
- **Limited scope:** Cover a narrow slice of a larger topic to hook interest for the full product.
- **Call to action:** Direct them to purchase the complete product to gain more.
- **Branding and links:** Subtly showcase your brand, website, and offers in the freebie design.
- **Lead capture:** Collect reader emails in exchange for the free download.

A woman with long, dark, wavy hair is sitting at a light-colored wooden desk. She is wearing a beige, long-sleeved, button-up shirt. Her hands are resting on the desk. To her left is a modern desk lamp with a gold-colored base and a white shade. In the background, there is a large window with a view of a city skyline. The overall atmosphere is calm and professional.

chapter 6

SETTING UP YOUR STAN STORE

Ok boss girl, now we need a place to run your entire business!

Setting up an online store to sell your digital products has never been more simple...thanks to Stan Store! Stan Store is your ONE-STOP-SHOP and it is going to be where your digital offers live (your freebie, digital products, emails)! Your audience can simply click your Stan Store link in your bio, shop your digital products, and receive them straight to their inbox!

There are other options that you can choose from, however, Stan Store is hands down my absolute fav platform to sell my digital products! I run my entire digital product business here, and it's SUPER beginner-friendly.

There are also SO many other things you can do with Stan Store such as host affiliate links, create courses, email marketing, schedule Zoom calls + much more!

PLEASE NOTE:

You can sign up with their basic Creator Plan at \$29/month or the Creator Pro Plan \$99/month. **The Creator Pro Plan is what I use, because it allows access to ALL their features, specifically their email marketing and funnel building features.**

On the next few pages, I am going to walk you through setting everything up.

STAN STORE FREE TRIAL



SET UP YOUR STAN STORE

STEP ONE:

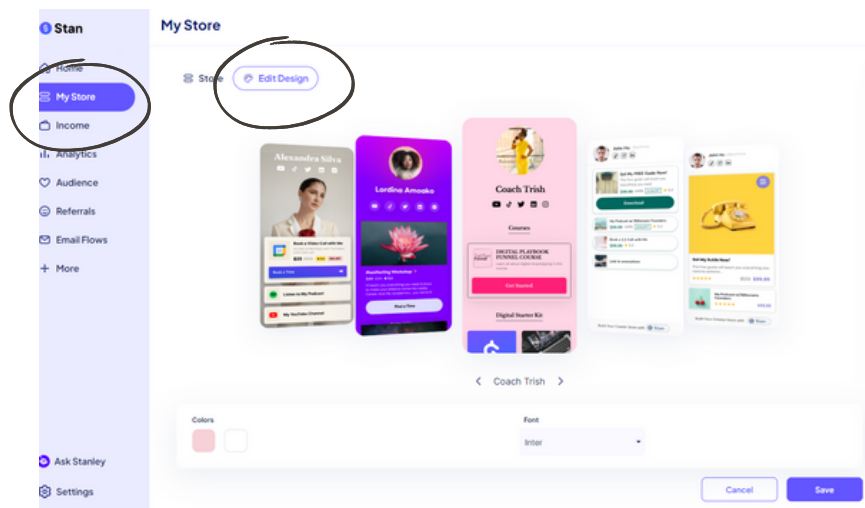
Use [THIS LINK](#) to create your account and get a **FREE 14 day trial** (please note that if you go through the regular website, you won't get the **FREE trial**)! Watch this video to learn how to set up. **TIP:** Customize it to your branding colors!

STEP TWO:

[Go through this "Getting Started" section](#) to make sure you get set up the correct way! Watch [THIS VIDEO](#) if you need extra guidance with setting up.

STEP THREE:

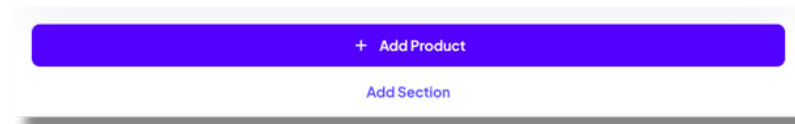
Go to **"My Store"** and then **"Edit Design"**. Here you can pick what layout you want for your store front. You can also pick your branding colors for your Stan Store for a more cohesive business aesthetic.



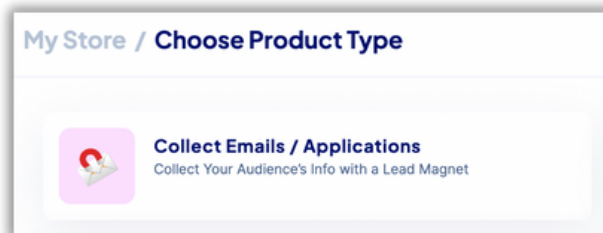
LIST YOUR FREEBIE ON STAN STORE

If you're using Stan store follow these steps:

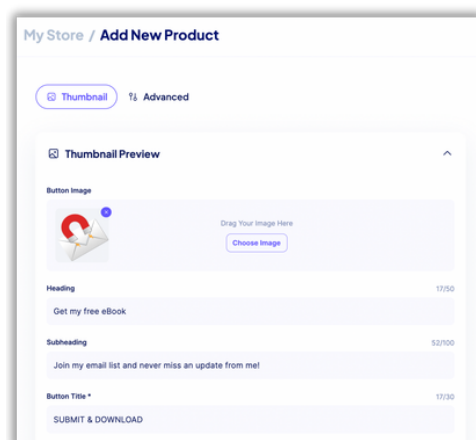
1. Go to your Stan store account and click on **"+ Add Product"**



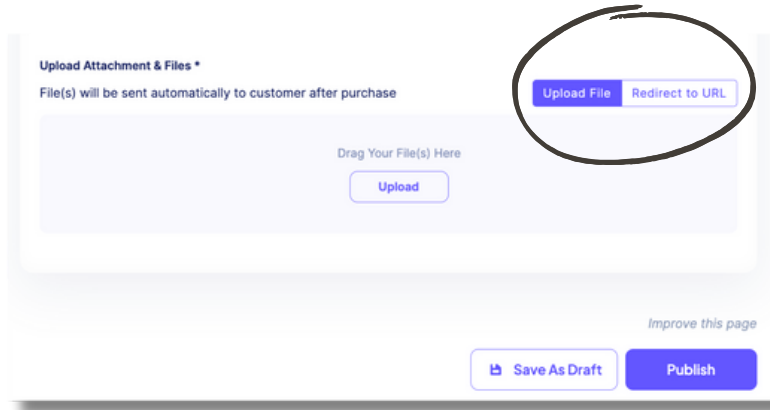
2. Click the option to **"Collect Emails / Applications."** This is ONLY for freebies!



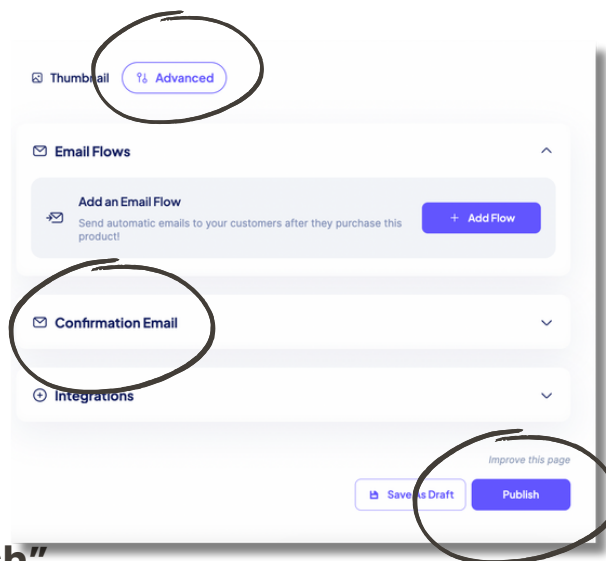
3. Upload your **freebie picture, title, description** and **any additional information** you want. Keep it simplistic!



4. Upload your **FREEBIE** as a **digital product or a redirect link**. Please note you can only upload either **pdf files or a re-direct link**. You CANNOT do both!



5. Click **“Advanced”** at the top and here you can add in your confirmation email (I’ve already done the work for you – **keep an eye out for my BONUS freebie confirmation template which I’ve included up ahead! Simply copy + paste & edit!**)

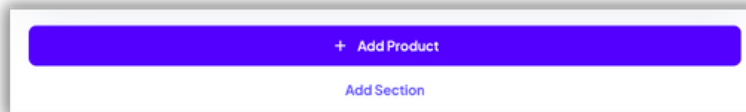


6. Then hit **“Publish”**.

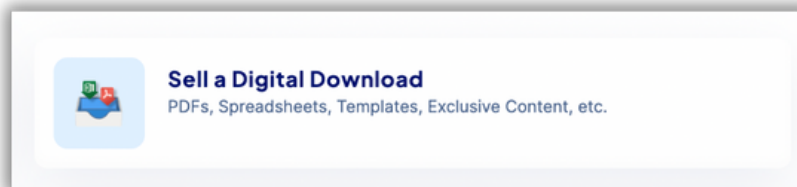
LIST YOUR DIGITAL PRODUCT ON STAN STORE

If you're using Stan store follow these steps to list your digital product:

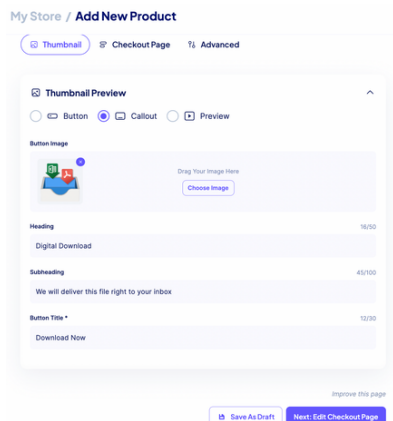
1. Go to your Stan store account and click on **" + Add Product."**



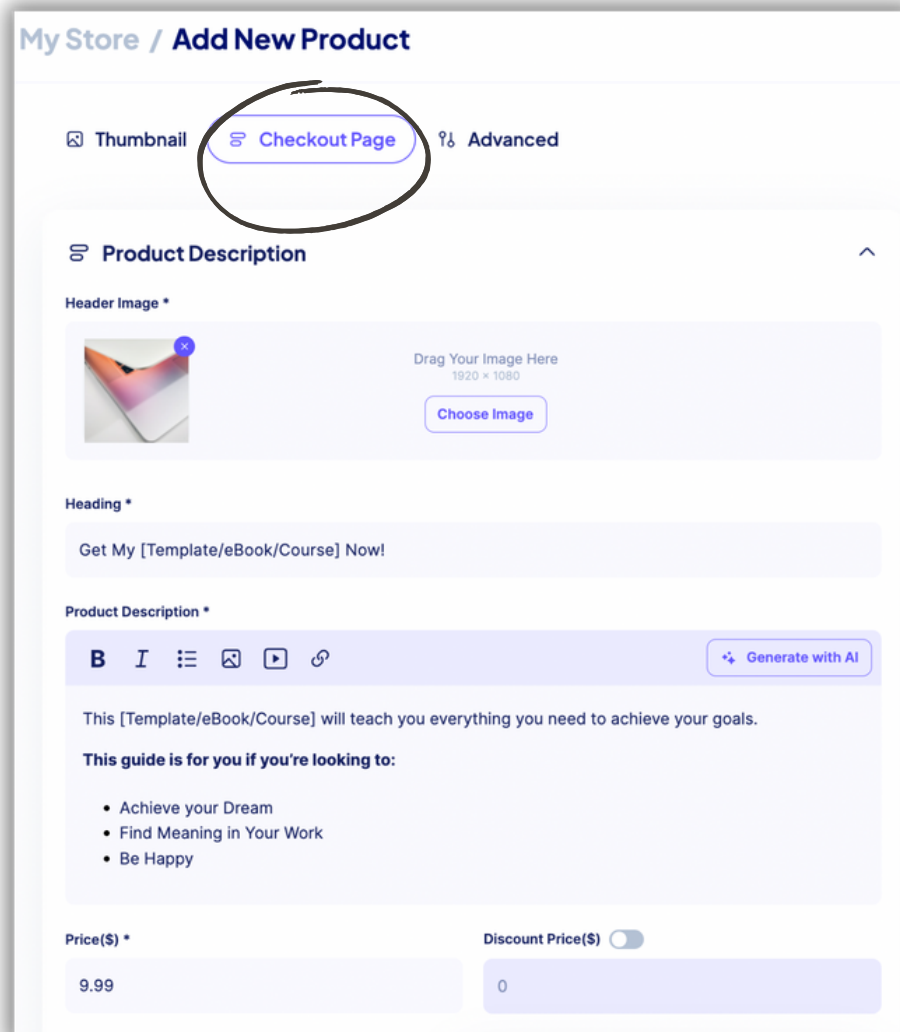
2. Click the option to **"Sell a Digital Download"**. This ONLY for digital products, not your freebie.



3. Upload your **digital product picture, title, short description + a call to action button**. Examples: CLICK HERE, BUY NOW, LEARN MORE, YES PLEASE!



4. Go to the “Checkout Page”, add your “Header Image”, Heading, + product description. Remember you WANT to go into more detail with a paid offer, show case results, testimonials, anything that shows social proof!



My Store / Add New Product

Thumbnail **Checkout Page** Advanced

Product Description

Header Image *

Drag Your Image Here
1920 x 1080

Choose Image

Heading *

Get My [Template/eBook/Course] Now!

Product Description *

B I [List Icon] [Image Icon] [Video Icon] [Link Icon] [Generate with AI](#)

This [Template/eBook/Course] will teach you everything you need to achieve your goals.

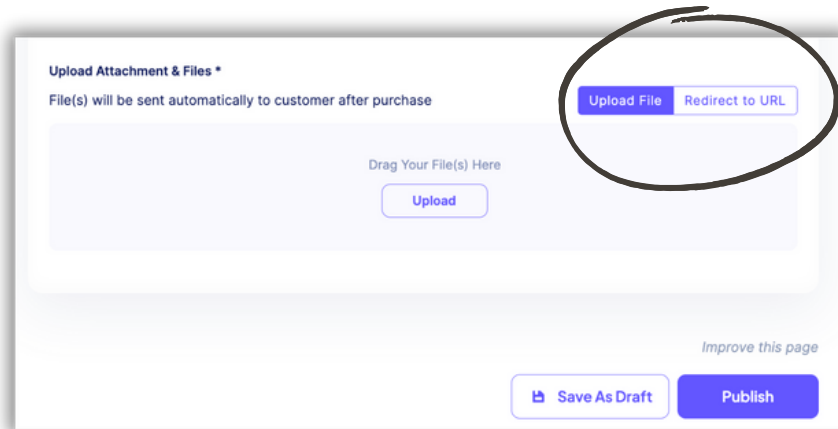
This guide is for you if you're looking to:

- Achieve your Dream
- Find Meaning in Your Work
- Be Happy

Price(\$) * 9.99

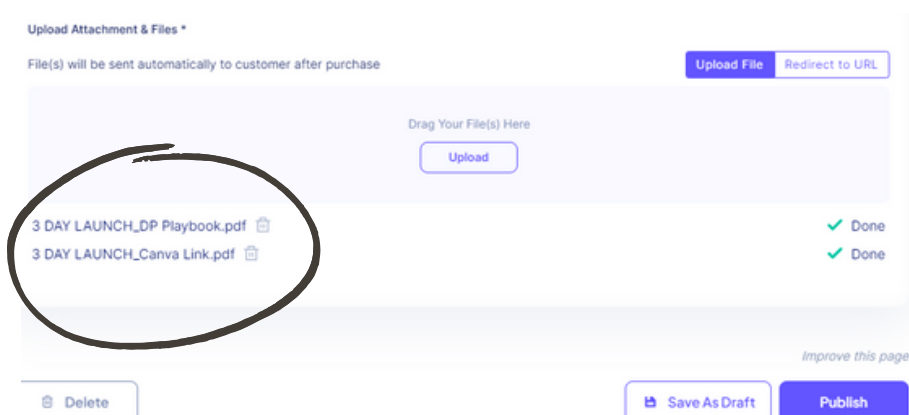
Discount Price(\$) ☐ 0

5. Upload your digital product AS a digital product OR a redirect TEMPLATE link from CANVA. Please note you can only upload either pdf files OR a re-direct link you CANNOT do both! Hit "Publish".



You would have noticed with mine, I uploaded the PDF version of the Playbook as a PDF file and I also made a "Thank You" PDF document in CANVA with the Digital Product Canva Template LINK for my customer to access if they want to customize and sell this template!

See what that looks like [HERE](#).

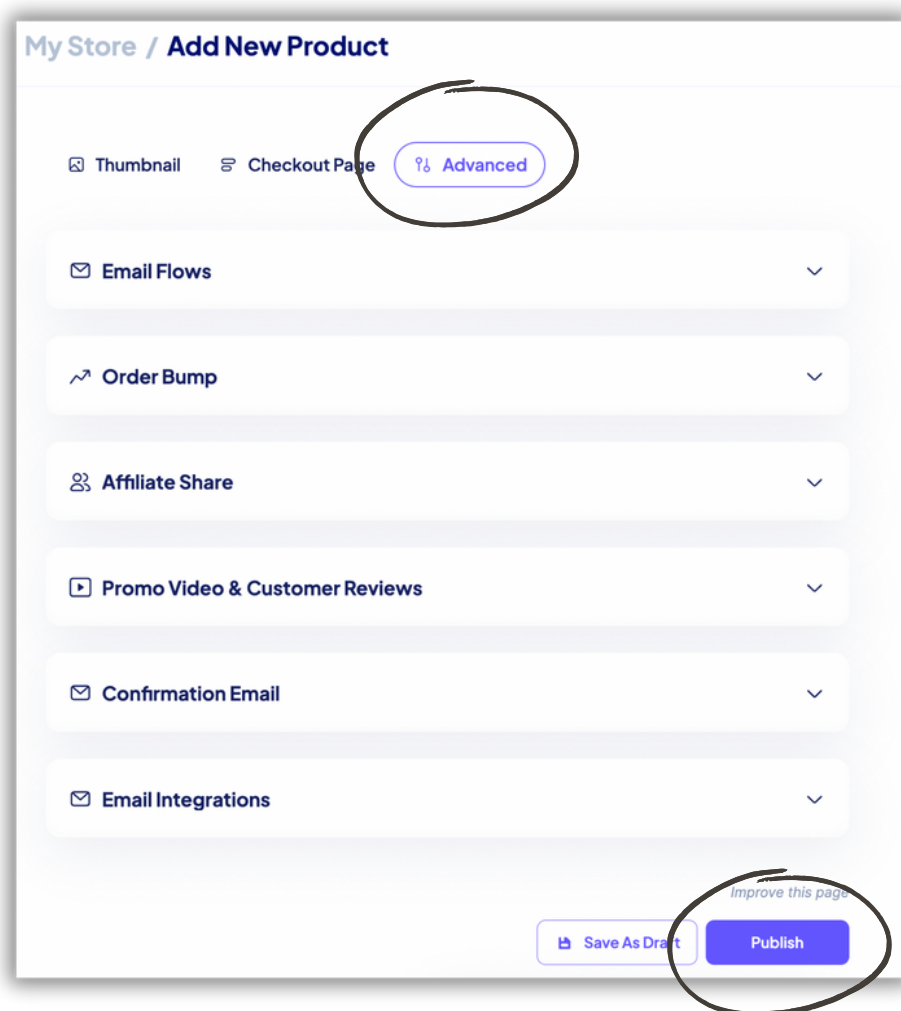


Some people will just want the digital product itself (without the want to resell it), so uploading a **PDF version** is recommended!

6. Click “Advanced” to utilize features such as email flows, order bump (you can upsell your higher or lower ticket product by selecting this), affiliate offers, promo videos, customer testimonials, edit confirmation email (**again I have a BONUS confirmation email template for you to copy + paste & edit up ahead!**).

I personally only use the email flows, order bump, promo video + testimonials and personalize my confirmation email.

NOW YOU'RE READY TO PUBLISH!





chapter 7

AUTOMATE YOUR BUSINESS

EMAIL MARKETING

Remember how we brought up email lists earlier on?

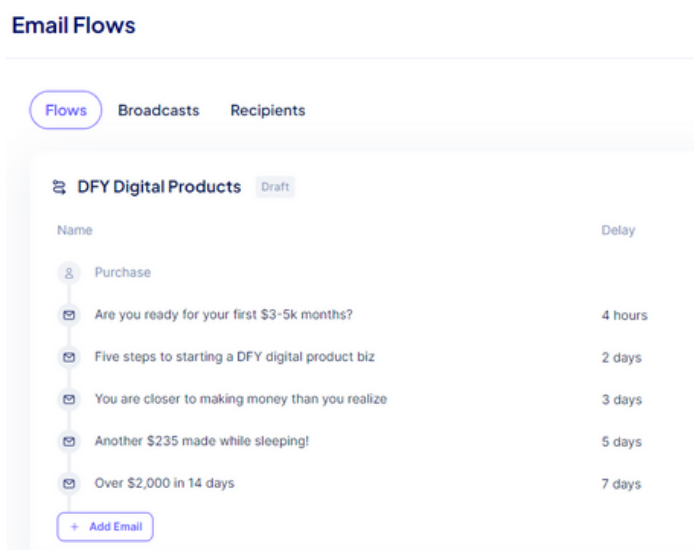
Now we're going to delve deeper into this (email marketing), because this is what will keep your business running on **automation**.

Email marketing is just another way of saying “selling with emails”. In this day and age, we have the ability to sell directly to our audience, through setting up and sending out automated emails.

With a well-written email flow (or sequence of emails) that goes out to your email list, you can **build trust and convert leads into customers with ease and automation**.

So let's start building it!

EMAIL FLOW EXAMPLE ON STAN STORE



The first thing you will want to do is be sure you have upgraded to a Creator PRO account on [Stan Store](#). If you can't afford \$99/month (bare in mind this includes your entire digital product business set up – digital product listings, freebie, email marketing + more), there are other alternatives such as [Flodesk](#) (the prettiest email marketing platform EVER) at \$38/month.

However your business (digital products, freebie, email marketing) won't all be in the one place (like it is with Stan Store).

To learn how to set up your first email flow on Flodesk, go [HERE](#).

To receive a **FREE 30 day trial with Flodesk**, go [HERE](#).

EMAIL FLOWS/ WORK FLOWS

An email flow (or work flow) is just a sequence of emails you set up, that will automatically send out to your leads on a set schedule.

Ever sign up to someone's email list and get a bunch of emails sent out to you every month, week, or even every day? That's an email flow! These will help your business run on **automation** (HELLO passive income!).

CONFIRMATION EMAILS

The first thing you will want in place before setting up your email flow is a **confirmation email** containing the **download links for each of your digital products (including your freebie)**.

Remember how I told you before that I had **BONUS confirmation email templates** for you to use? Well, they are in this section of the Playbook!

I have **TWO free confirmation email templates** for you to copy + paste (and customize as your own). **ONE for your Freebie and ONE for your paid digital product.**

P.S. HERE'S HOW IT WORKS...

Someone signs up for your freebie › they receive a confirmation email with their freebie and a small message from you

Someone buys your digital product › they receive a confirmation email with their paid digital product and a small message from you

Make sense? :)

NOTE: You DON'T need to upgrade to the Stan Store Creator PRO account for confirmation emails. You can set confirmation emails up with the basic Creator account.

BONUS CONFIRMATION EMAIL TEMPLATES

**FREEBIE EMAIL
TEMPLATE**

Subject: You did it! Here is your freebie!

Hi **[Customer Name]**,

Woohoo! You did it! I am so excited to share more with you about DFY/done-for-you digital products, as well as how you can get YOUR profitable digital product biz up & running!

Here is your freebie: **[PRODUCT LINK]**. Tomorrow you're going to get another email from me with more info about my **[Product Name - insert hyperlink]**. If you don't see it in 24 hours, be sure to check your promotions tab or spam folder and move that message over to your primary inbox so you don't miss out on any updates!

And don't forget, you can always shoot me a DM on IG [include hyperlink] anytime with any questions you have! I am cheering you on!

[Your Name]

BONUS CONFIRMATION EMAIL TEMPLATES

Subject: WHOOHOO! Here is your **[Product Name]**!

**PAID EMAIL
TEMPLATE**

Hi **[Customer Name]**,

Thank you for purchasing **[Product Name]**! I'm so excited for you to dive in. I can't wait to see what you do and how your life changes with this! Here is your download:

[DOWNLOAD LINK]

Shoot me a DM on IG **[include hyperlink]** when you get a chance to let me know that you've taken this step! I'd love to connect & celebrate with you!

[Your Name]

SET UP YOUR EMAIL FLOW

Once you have set up your confirmation emails, you can then start setting up your email flow!

There is just ONE email flow, or work flow, you will want to have in place when you first launch. This flow is for people who opt in for your freebie.

There is no one right way to write your flow, but ideally your first few emails offer:

- Value
- An introduction to yourself
- Your story, and your product promotion.

Here is the email schedule I recommend:

- Welcome & Freebie – Send immediately
- Nurturing Email – 24-48 hours after first email
- Value Email – 24-48 hours after second email
- The Big Offer Email – 24-48 hours after fourth email

If you need help with setting up your email flow for your freebie, you can visit [THIS LINK](#) for a quick how-to.

TIP: Opt in to other creators in your niche to get inspo for your email flow – but DON'T COPY!

BONUS: I've included some BONUS email flow templates you can use on the next page. Simply tweak them and use them as your own. :)

FREE EMAIL FLOW TEMPLATES

EMAIL # 1

Subject: Are you ready for your first \$3-5k months?

Have you had a chance to check out my free guide? If so, and you are ready to use a DFY digital product to get your own passive income biz off the ground, I want to invite you to purchase my **[Product Name]**.

[INSERT FEEDBACK ON YOUR DIGITAL PRODUCT HERE - CAN ADD THESE LATER]

With **[Product Name]** you will learn everything you need to know about getting a profitable DFY digital product business up and running in the next 30 days (and enjoying \$3k, \$5k, and even \$10k+ months!)

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online shop set up with ease and automation
- My content strategies for marketing your product in just a few hours a week
- PLUS my plug-and-play email templates so your automated system can bring in daily sales even in your sleep!

This is an entire business ready for you to fully make your own and fully profit from.

Why? Because I know just how life-changing a stream of passive income like this can be, and I want to see YOU thriving!

[Your Name]

Subject: You are closer to making money than you realize

Hi **[Customer Name]**,

I want you to know that you are closer to having a profitable passive income business, and your first \$3-10k months, than you realize.

Whether you are already a business-owner, or have zero experience...

Whether you work a 9-to-5, or are a stay-at-home mom...

Whether you have a large social media presence, or are starting from scratch...

You CAN leverage just a few hours a week to bring in income that provides for your family and changes your life.

With just one digital product and an automated system for driving traffic to it, you can build a highly profitable business from home in just a few hours a week.

And with a DONE-FOR-YOU, or DFY, digital product, you don't even need to have any special expertise or create your own product from scratch either.

This is why I created **[Product Name - include hyperlink]** - to help you get your biz up and running FAST using the steps inside and my plug-and-play template.

Download it, then tweak it and make it your own so you can resell it for FULL profit.

Start bringing in \$97 sales every day, multiple times a day, even in your sleep - and just as importantly, enjoy the freedom that comes with it

Ready to get started? Your next step is to purchase **[Product Name]** here **[include hyperlink]**.

And don't forget you can always shoot me a DM **[include hyperlink]** if you have questions!

[Your Name]

EMAIL # 3

Subject: Another [insert \$ amount] made while [insert activity]

Hi **[Customer Name]**,

And just like that, another **[insert income made here]** today while
-----!

This is the beauty of digital products – having a business that runs and makes money for you while you're out having an actual life!

Are you ready to start leveraging just a few hours a week to bring in continual passive income in the same way?

If so, your next step is purchasing **[Product Name]**, where I've already done the legwork and created the product for you.

You can click here **[insert hyperlink]** to learn more about **[Product Name]** and get started now.

I am rooting for you and can't wait to see how your life changes with this!

[Your Name]

Subject: [Insert \$ amount] in _____ days

In the last _____ days, I've made **[insert \$ amount]** using nothing more than one digital product.

I want you to imagine this being YOU.

Imagine getting notifications throughout the week while you're with your kids... or binging Netflix... or folding laundry... or even sleeping!

Notifications letting you know that you just made another sale on a digital product (that you didn't even have to create from scratch!) all because someone else stumbled across a Reel and decided they wanted in on this kind of life too.

One product bringing in thousands a week while you're just working 2-3 hours - all so that you can spend the rest of your time enjoying the people and things you love.

If you haven't already, I want to challenge you to take a bold step.

Purchase **[Product Name]** for **[price]** today.

Change your life.

Build a business that can run on autopilot and give you the time and freedom you've been dreaming of.

[Your Name]

P.S. Don't forget, you can always shoot me a DM **[insert hyperlink]** on Instagram with any questions you have. I am here for you!

SECOND EMAIL FLOW (IN FUTURE)

NOTE: Later on down the road, you may want to have a second email flow, specifically for people who purchase your digital products. This is primarily if you are also offering other products that you want to sell as add-ons!

IMPORTANT:

Make sure to test your freebie and paid offer before you start creating content to attract your dream customers. Do this by opting in for your freebie and purchasing your paid offer.





chapter 8

FACELESS COMMUNITY BUILDING

BUILD YOUR COMMUNITY

When starting a faceless page, building your community should be your main focus. Without a community, you don't have a brand!

Some may argue that building a community completely faceless is difficult. However, I've witnessed different.

Building a community while keeping anonymous is actually easier than you think (given that you apply the right strategies of course!).

Here are some ways you can confidently build a community with a faceless brand:

CONSISTENCY

Staying consistent means showing up at least once a day. In the beginning stages, I recommend posting 2-3 times per day to alert the algorithm you're an active user, and you mean business. By posting regularly, you also let your audience know that you're **present and reliable**. This overtime builds trust.

My general rule of thumb is **2-3 Reels, and approximately 6 Stories a day**. You can also incorporate Instagram Carousels and static posts throughout the week.

If you're having a hard time staying on top of this - breathe and take a step back. I know it's tough in the beginning, but it's crucial to the growth & developing trust of your brand.

COHESIVE BRANDING AESTHETIC

I know we already discussed branding earlier, but in this chapter “Faceless Community Building”, I want to emphasize the power in having a **strong brand identity** with having a faceless brand.

A cohesive look is a key factor you definitely don't want to miss. Firstly, **Instagram is an aesthetic platform** (whereas TikTok is a platform that focuses heavily on the subject of the video matter rather than the aesthetic). Simply put, people go on Instagram to search and look at pretty or aesthetically pleasing content.

I can't stress enough the importance of having a cohesive aesthetic across your entire business (this includes your Instagram feed, your Stan Store and your emails!).

I see so many pages with all sorts of colors that clash. For example, their feed has yellows, browns, and greens. Their store then has orange, and their emails blue writing! It's not only unprofessional looking, but it immediately becomes a brand that's immemorable. A brand that is unrecognizable, and therefore, less appealing to buy from.

Your branding consistency is what can make or break a first impression, so it's important to make sure everything flows well together.

YOUR PERSONAL STORY

This is probably the most important part of your branding (believe it or not), because **anyone can copy your branding aesthetic, but NO ONE can copy YOUR story. Story-telling is one of the most powerful marketing tools** on social media because it enables your audience to connect with your brand on an **emotional** level. And if you weren't aware, studies have shown that **70% of the time, people make their purchasing decision based on the emotion they feel.**

Story-telling helps your audience to **develop trust** with you much faster, as they come to realize that you're a real human being who's faced struggles and challenges, triumphs, and experiences, just like them.

Story-telling also helps your dream customer **find you**. When you're scrolling on Instagram, and you see a Reel that stops you in your tracks, because it's telling a story that speaks to you - what do you do? You keep watching and reading, and if it resonates with you, you will likely like it, save it, share it, and maybe even give that creator a follow!

You want to be sharing your story in your Reels, captions, Instagram Stories, and emails.

Some examples of your story can include: Why you started this business, your backstory leading up to this opportunity, and how it has changed your life.

SERVE FIRST, SELL LATER

Let me first start by saying that serving = selling. However, when you're actively building a community in the very early stages (as a complete beginner), your main focus needs to be on **serving your audience selflessly.**

The best way to serve your audience is by **providing them with value.**

The truth is, everyone is selfish. People don't care about how amazing (or poorly) your day is going, or what your favorite business platforms are.

They only care about what YOU can do for THEM. Once you shift this thought process in your mind, everything changes.

You need to give your audience a REASON to hit that follow button, and the way you do this is by providing them with VALUE.

So what does providing value look like in your content?

- Putting yourself in **their** shoes and answering burning questions they have within your niche
- Researching **their** niche-related problems, and educating them with a solution
- Creating **problem-awareness** through your content and showing them that YOU have the answer
- Sharing your biggest tips & tricks that benefit **them and their lives**

BEHIND THE SCENES

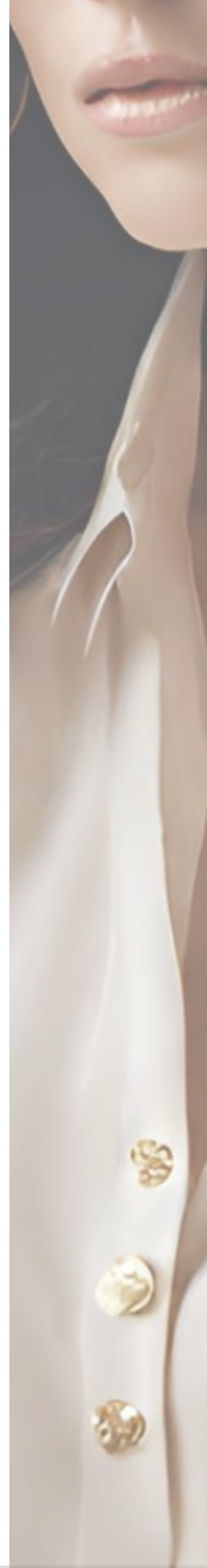
Create content centered on genuine glimpses into the real you without revealing your face. E.g. a peek at your home office, a meal you've cooked, a 'facts about me' Story post, anything exciting that happened in your day. These resonate with followers more than staged perfection. **Remember, you are a real person behind your faceless content - and people need to see that!**

COMMUNITY CONNECTIONS

Reply to follower DMs and comments with the same tone you would a real-life friend. Ask thoughtful questions to spark reciprocal sharing. Comments foster faster bonds than mass emails. I can't stress enough the benefits of audio messages. Audio messages are personal and this helps your customer to see that there really is another person on the other side.

TERMINOLOGY/ LANGUAGE

One of the most slept on aspects of building a community is the language we use in our wording! Using words that inspire or encourage our target audience can make all the difference! For example, I like to use words such as "boss girls" "boss babes" "introverted girl boss" in my Stories, captions, and emails to make my audience feel like their part of a community of other like-minded girls! This fosters community-building!

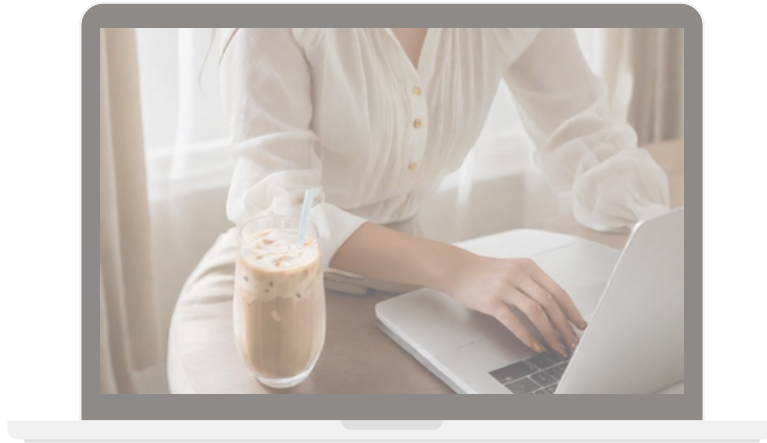


A woman with long blonde hair is sitting at a desk, wearing a white blouse. She is working on a laptop. In front of her is a glass of iced coffee with a straw. The background is a bright, airy space with a window and some greenery.

chapter 9

FACELESS MARKETING: INSTAGRAM STRATEGIES

INSTAGRAM REELS



Now that you've set up your personal brand, it's time to discuss faceless marketing using **Instagram Reels**. In order to get our digital products in front of our ideal customers on Instagram, we need to create content. My favorite way to do this is through Instagram Reels because they have the potential to reach a wider audience (when compared to static posts).

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!

Examples of B-Roll footage include:

- Pushing your stroller on a walk
- Sitting at your computer working (faceless of course)
- Pouring a cup of water, coffee, or your protein shake
- A short clip of the sunset

...basically 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.

MORE EXAMPLES:

- Footage of my current view when I'm outdoors
- Footage of me shopping/holding shopping bags
- Footage of my food or drink
- Footage of my current view while driving/riding
- Footage of the sky or water view
- Footage of me using my electronic device (phone, laptop, iPad)
- Footage of my clothing/shopping hauls
- Footage of me unboxing a package
- Footage of me organizing (Using a tripod to record the video)
- Footage of my nails or nail appointments

**Don't have time to shoot footage, or simply can't be bothered?
Don't worry! I have a solution for that on the next page!**

AESTHETIC STOCK VIDEOS

B-Roll footage is a great FREE way to get faceless content. However, I know not everyone has time for that.

Luckily, there are platforms that have TONS of aesthetic stock videos – ready to download & use!

Here are the ones I recommend:

- [Social Stocks Co.](#) (my personal fav and the one I use)
- Content Cove
- Packsia
- The Folklore

There are FREE alternatives such as Canva and Pexels, however, I've noticed those videos don't tend to perform as well.



CONTENT PILLARS

If you are new to marketing on Instagram, girl WELCOME! **There are over 200 million businesses on Instagram promoting their services and products!** Instagram is an amazing FREE way to share your digital products with the world! Take advantage of it!

If you follow me, chances are you've seen my content. My entire Instagram was created with the purpose of **building a community and marketing my digital product offers to them.**

I've curated a page that is directly targeted at reaching and inviting my target audience to come and check out my brand and digital products.

You won't see me posting reels about the latest dance trend. Every reel I post has a specific purpose, and that is to either **entertain, inspire, or educate** my target audience, and build a loyal community who is interested in my digital products!

There are **THREE content pillars** I use to guide the content I create.

Sticking to these content pillars will ensure you're not "posting for the sake of posting". They will also help you build a loyal Instagram following much faster if you stick to them!

Here are the content pillars I recommend using:

EDUCATE

Creating educational content adds a ton of value to your ideal audience. Share insights, tips & tricks, and how-to guides within your niche.

ENTERTAIN/INSPIRE

Weave personality into your content! Use humor, storytelling, or engaging visuals. Share relatable stories or humorous content that you know your ideal audience will be drawn to.

PROMOTE

This is where you promote your digital offers. Mix promotional content with a strategic call-to-action to get people to TAKE ACTION to your offer! Showcase your products and guide your audience on the next steps.

REMEMBER:

Don't make all your content about promoting your digital products! When starting out, it's important to provide tons of VALUE to gain the like, know, and trust of your ideal customer.

SAVEABLE + SHAREABLE CONTENT

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).

THIS IS THE SECRET TO VIRAL CONTENT!!

SHAREABLE: This is content that makes your ideal follower think, "This is so me!" OR "This reminds me of this person".

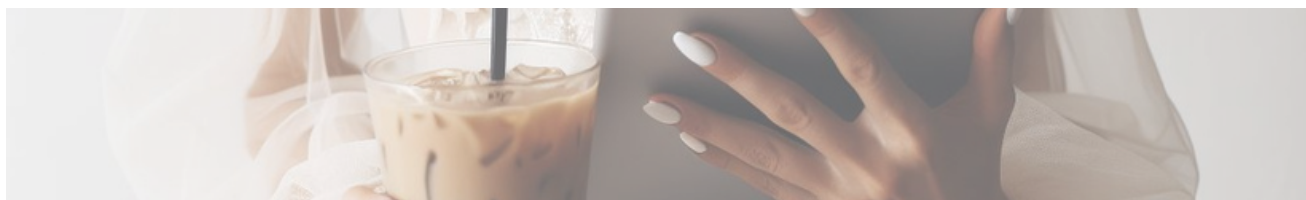
The content is specific enough to your niche that it makes them feel seen, heard, and understood... and then they share it! It's relatable!

SAVEABLE: This is content that is providing something of value to your ideal follower.

This can be knowledge, encouragement, guidance, advice, ideas, etc. Anything that they would want to "save" and come back to later.

Both type of posts perform really well because they have the power to boost your engagement.

REMEMBER: The more shareable & saveable your Reels are, the more chance there is of it going viral!



THE HOOK



Your hook is KEY! This is a quick, catchy phrase or word to get your **ideal audience** 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.

You want to place this hook on your video as text.

2. The start of your caption: The first word(s) of your caption should be a showstopper.

The job of this hook is to get them to actually read your caption.

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.

P.S. I have some BONUS hooks for you on the next page!

BONUS HOOKS

- "Here's a shortcut for ___" (how to go from A to B)
- "How to ___ in (x) minutes" (insert your audiences pain points)
- "The fastest way to ___" (achieve a specific goal)
- "TOP5 ___" (insert a specific goal)
- "Major mistakes most ___ make" (person of your niche)
- "Step by step guide to ___" (insert a feasible goal)
- "Why doing ___ (insert most common thing) will not help ___ (desire)!"
- "Do this to ___" (how to go from A to B)
- "5 toxic mistakes to avoid if you want ___" (desire)
- "The biggest misconception about ___" (bust a myth)
- "You've been doing ___ wrong your entire life!" (a specific topic)
- "3 rules to unlock ___" (a specific outcome)
- "5 ways to ___" (achieve a desired outcome)
- "This hack will blow your mind!"
- "My journey from 0 to ___" (name your current status)
- "The real secret about ___" (a specific topic)
- "You won't believe this ___ hack!"
- "My secret strategy to ___"
- "Fastest way to ___ now"
- "If you want to ___ you need to try this!"
- "Top 5 tips for ___"
- "How to master ___"

BONUS HOOKS

5 surprising facts about ___"

"If you want to achieve X, you need to ___"

"The most effective strategies for ___"

"My top resources for ___"

"The biggest misconceptions about ___"

"The most overlooked ways to ___"

"The #1 thing you need to know about ___"

"I never thought I could ___"

"The best advice I ever received about ___"

"Behind the scenes of ___"

"The one thing you're doing wrong that's holding you back from (goal)]"

"Are you tired of (problem)? Here's how to fix it."

"Don't make these mistakes when (task or goal)"

"The truth about (common misconception or belief)"

"The (adjective) way to improve your (skill or task)"

"(Number) things you didn't know you could do with (product or service)"

"The ultimate guide to mastering (skill or task)"

"The best (skill or activity) hacks for (task or problem)"

(Number) reasons why (topic) is important"

"The Dos and Don'ts of ___"

"If you want to achieve X, you need to ___"

"The most common mistakes when ___"

BONUS HOOKS

- "The surprising truth about ___"
- "The secret to ___"
- "Top 5 tools for ___"
- "The ultimate checklist for ___"
- "How to overcome ___"
- "The top trends in ___"
- "The most effective strategies for ___"
- "How I got from X to Y Ways to get your first ___"
- "Stop doing this if you want X Steal my ___"
- "Stop making these mistakes ___"
- "5 facts you didn't know about ___"
- "3 reasons why you need to start ___"
- "The science behind ___"
- "My top resources for ___"
- "How to supercharge your ___"
- "The top 5 things you need to know about ___"
- "The secret to achieving ___"
- "Behind the scenes of ___"
- "The most common mistakes when ___"
- "How I got from X to Y ___"
- "The ultimate guide to ___"
- "A step-by-step guide to ___"

CALL-TO-ACTION (CTA)

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 of 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).

I always say "Read Caption" for my audience to read more about the post.

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.)

I always use 2 CTA's which go something like "comment digital for me to send the official link" or "follow @PrettyCeoCo for more tips + inspo".

P.S. Check the next page for your BONUS CTA's!

BONUS CTA'S

- 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 just demonstrated.

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, guidance, encouragement, 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!

Since we are creating faceless reels, your content will need to be captivating to reel even more people in!

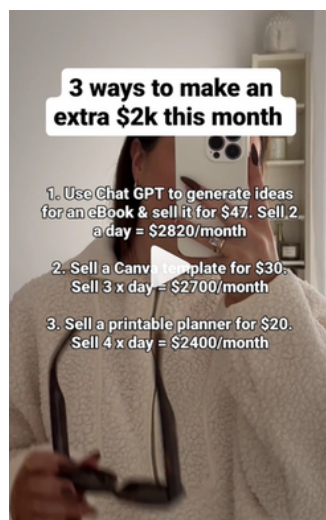
In deciding whether or not to put your main message on-screen or in-caption, here's a few pieces of advice:

- Only include it on-screen if you can do so without overcrowding 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.

It's 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.

See **two examples** of one of my reels with an on-screen main message and an example of one of my reels where I send viewers to the caption for the main message.



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 uses, 10k tops. What’s even better is if the “original” video has more than 1M views with recent comments from the last few days, this means it’s likely to go off!

TIP: Use your scrolling time wisely! As you’re scrolling through IG and finding 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.

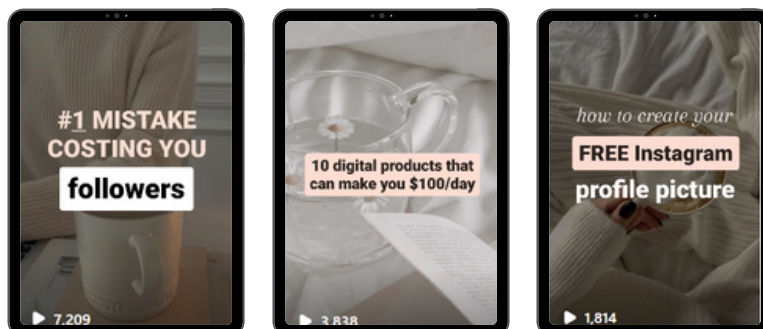
Ideally, your cover photos make it clear what each reel is about, fit your brand, and encourage someone to click on your video if they've visited your profile.

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:

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

[CLICK HERE](#) for a tutorial on how to add/create your cover photo.



GET CREATIVE + BE ORIGINAL

A good way to reach a wider audience is by hopping on trends as early as possible.

When you're scrolling Instagram, pay attention to reel trends you see over and over and use them to your advantage.

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.

Even without following trends, you setting trends by doing things first will also put you ahead of your peers.

It may be annoying seeing the same posts over and over again, but this is where your true creativity jumps out and you can express yourself uniquely!

HOT TIP:

You don't always need to reinvent the wheel! If you see a Reel that has performed well, re-create it but DON'T copy. Put your own flavor and twist on it. The name of the game is to model what's already working!

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 often**. It's easier for people to focus on 1-2 sentences at a time versus trying to read a long paragraph.
- **Storytelling 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.
- Make sure to **include your hook, CTA, hashtags and keywords, and signature** at the end.

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!

Most of the time it will be placed at the very end, so only interested parties who read to the end will be prompt to follow.

However, it is also beneficial to sometimes place it at the beginning, because not everyone reads till the end!

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

Follow @Epreneuracademy for more tips + inspo

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.

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 can 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! **In fact, I've found using hashtags on a brand new account helps the algorithm get to know where to group your content, and who to push your content to!**

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. **A good rule of thumb is using hashtags between 50k-100k uses for best discoverability.**

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: entrepreneur, work from home, digital products, digital marketing etc. **I like to repeat the same keywords throughout my caption approximately 4-5 times for best results.**

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 INSTAGRAM 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. Keep your content as natural and raw as possible. As an active user on social media, I do skip posts with heavy filters.

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 like, comment, share button.

Basically avoid placing your text near the very top of your videos, the very bottom, and on the sides. Focus on keeping everything in the center.

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!

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. You can create and edit reels inside of Instagram to avoid all of the techy apps.

Some people NEVER post reels because they think that you need video editing skills to make them fancy and high quality. Don't overthink it!

Try it out and find your style of content & stick to it.

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

If this is your first week posting reels, keep going and stay consistent. The algorithm doesn't start to recognize you until the 2nd or 3rd week, and most accounts don't start taking off until the 90 day mark!

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!

I'd like to share a quote with you that has always stuck with me:

"Fast success builds ego, slow success builds character." – unknown

There is NOTHING wrong with slow growth! Any growth (big or small) is growth, and it should always be celebrated!

REELS CHECKLIST

- A great hook to draw your followers in
- CTA's directing them to follow, share, or save
- Trending audio between 0-10k uses (original video over 1M views)
- Provide value (education, humor, inspiration, or your story)
- Be on brand (fonts, colors, tone, messaging)



IG CHEAT SHEET

OVERALL IG CHECKLIST

- ☒ **Plan Ahead:** Don't wing it. Know your message, your hook, and your call-to-action before hitting that record button. I recommend planning out a week of Reels you can just have on hand.
- ☒ **Quality Over Quantity:** It's better to have one well-crafted Reel than multiple mediocre ones. Invest time in editing for a polished look.
- ☒ **Keep It Short and Sweet:** Instagram Reels should be up to 7 seconds. Remember, less is more. Aim for 5-7 seconds for maximum engagement.
- ☒ **Leverage Trending Music and Effects:** Utilize Instagram's library of trending music and special effects, and templates to make your Reels more engaging and shareable.
- ☒ **Use Captions:** Your hook got their attention. Your captions should have enough information that it will keep them reading allowing for your Reel to continue looping. This is great for the algorithm.
- ☒ **Engage with Your Audience:** Respond to comments and questions on your Reels. This not only fosters community but also boosts your Reel's visibility. Use automation tools to help you with this to save time.
- ☒ **Analyze and Adapt:** Use Instagram Insights to track the performance of your Reels. Take note of what's working and refine your strategy accordingly.
- ☒ **Be Authentic:** Authenticity resonates. Be yourself, and your audience will be more likely to engage and follow through on your call-to-action.
- ☒ **Consistency is Key:** Regular posting increases your chances of hitting it big. Aim to post at least 4-5 times per week to keep your audience engaged and attract new followers.
- Cross-Promote:** Don't limit your Reels to Instagram. Share them on other social platforms and even in your email newsletters to maximize reach.

INSTAGRAM STORIES

Posting to your Instagram Stories is one piece of your marketing strategy you do not want to ignore!

People viewing your stories are interested in you and what you have to offer! I call them the “hottest leads”.

I recommend showing up in your Stories and sharing things such as: Update on your sales, screenshots of messages/testimonials coming in, or even just a peek into your everyday life. These are all great ways to build a connection with your audience.

If you aren't too sure of what to share or how to layout your Stories, start observing the Stories of other business owners on Instagram to see how they are utilizing theirs. And of course, feel free to check out mine for inspiration as well!

Once you start posting Stories that can be helpful for your audience, you will want to create some Highlights for your profile.

I recommend having Highlights for things like:

Your results

Your story/your why

FAQ

Info about your freebie

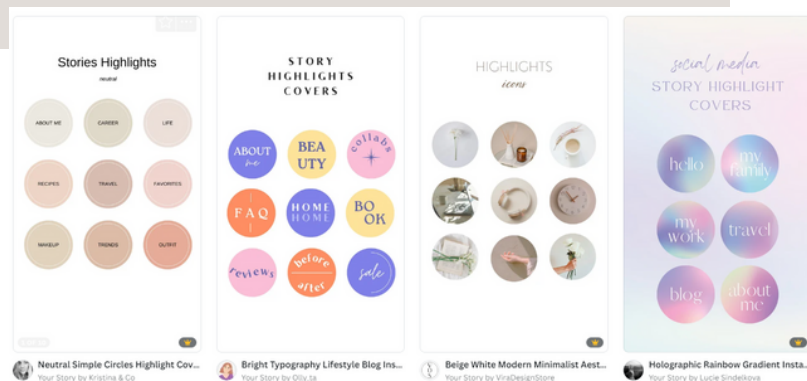
Info about your digital product

Testimonials

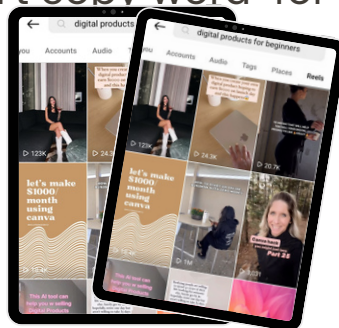
Not sure how to add a Highlight? No sweat! You can use [**THIS LINK**](#) to learn how to add a Story to a Highlight.

HOT TIP:

You can even use Canva to create your own Highlight covers with your brand colors, or purchase some for a few dollars on Etsy by searching “Instagram highlights”!



Need inspo? If you're ever out of ideas, don't be afraid to scroll Instagram for inspiration from other creators in your niche. You may have noticed that people often model each other – and this is OK as long as you don't copy word-for-word!



On the next page I've included some Story ideas you can use!

IG CHEAT SHEET

INSTAGRAM STORY IDEAS

- Share why you started your Business
- Share what inspired your branding or name
- Share what inspired a certain product
- Share your core values & why they matter to you
- Share your mission and why your audience is part of it
- Share a breakthrough a customer had with you
- Share your transformation story, before - during - after
- Share a hardship or struggle & how you overcame it
- Share a mistake you have made and what you have learned from it
- Share a story about something that happened this week
- Share a lesson you learned this week and how it can help them too
- Share a common misconception about yourself or your brand
- Share something about you your target audience will relate with
- Share a mindset shift you had when using your product
- Share a funny story or something that made you smile
- 3 tips to help you _ _ _ _ _
- 5 tools to help you _ _ _ _ _ Debunk an industry myth
- Share a shocking statistic related to your industry
- Share a how to tutorial
- Share a time-saving hack related to your industry
- Share a money-saving hack related to your industry
- Interview another industry expert
- Do a Q&A answering top industry questions
- Do a 7-day challenge dropping knowledge every day
- Do an 'Ask me Anything' post and answer in comments
- Share top industry websites to help
- Share top books to read in your industry
- Share top podcasts to listen to in your industry
- Share helpful apps in your industry
- Share why something is the way it is in your industry
- Share an industry-related historical fact or two
- Share mistakes to avoid in your industry
- Share a checklist for something industry related
- Share customer reviews
- Share a customer transformation story (from your perspective)
- Share user generated content from customers (ex. unboxing)
- Do a product demo / how it works demo

IG CHEAT SHEET

INSTAGRAM STORY IDEAS

- Do a product comparison to a competitor
- Share tips on how to get the most out of your product
- Share a unique & unexpected way to use your product
- Share what makes your product unique
- Share what customers say they like best about your product & why
- Have a friend/stranger do an impromptu product review
- Do a product tour (show all you offer)
- Ask for product feedback
- Share a before and after of using your product
- Share a common misconception about your product
- Resolve a common objection when it comes to using your product
- Share how your product saves people's time
- Share how your product actually saves people money
- Show what life would look like with your product
- Show what life would look like WITHOUT your product
- Share a motivational quote or thought
- Call in your target customer by describing who you're looking for
- Create "relatable" content based on an industry frustration or funny moment
- Visually showcase your community and what you stand for
- Share a random thought your target customer would agree with
- Call out to a problem of your target customer & solve it
- Show how you are like your target customer
- Share a motivational story about a customer
- Share your favorite memory of a customer/your business
- Show how your customers are connected to each other
- Share your favorite creators or experts to follow in industry
- Host an industry meet up (virtual or in person)
- Share an unpopular opinion your target customer would agree with
- Share an uncommon or unknown fact about your community
- Share which product someone should buy based on their characteristics
- Share a business or community milestone
- Show how you are bettering your surrounding community
- Share why someone would want to be a part of your community



chapter 10

**LEGAL STUFF
(LLC + RESELL RIGHTS)**



The great news is that setting up your Terms & Conditions for your Stan Store is pretty simple! You can use [**THIS LINK**](#) to walk through the process of adding yours to your checkout pages.

There are TWO PARAGRAPHS (the first two numbered points) of your Terms & Conditions you will want to modify for the purposes of offering Private Label Rights so that your customers will have the ability to modify and resell your guide. You can select those two paragraphs and simply replace it with the following:

Paragraph 1:

Subject to your compliance with these Terms of Use, the Company hereby grants you Private Label Rights upon purchase of ***[insert name of your digital products here]***, which grants you the rights to modify, claim authorship of, and resell this product for 100% of the profits. Additional rights include: the right to add this product to a membership site or bundle within a package; the right to create audio or video products using this product; the right give away the product to subscribers or customers; the right to change sales page and/or graphics; the right to break up the product into separate sections; the right to add or remove content to the product; the right to put your name on it; the right to edit or create your own covers for the product; the right to give away, sell, or transfer the Private Label Rights to any third party.

Paragraph 2:

All Content NOT included within ***[insert name of your digital products here]*** itself, including graphics, Stan Store descriptions, and social media content and videos relating to the product, are copyrighted unless otherwise noted and are the property of the Company and/or a supplier to the Company. No such materials may be used except as provided in these Terms of Use.

Then replace any blank lines in the rest of your Terms with your name and/or business name or contact information when directed.

*After you finish, be sure to save your updates!

****It's important to note that different countries will have different requirements for the legalities of owning your own business. Please ensure you research this individually and always ask for professional help, should you require it.****



FILING YOUR LLC (U.S. RESIDENTS ONLY)

Here are the steps for setting up your business as a Limited Liability Company (LLC):

STEP ONE:

Choose a name for your LLC. This can be your name (i.e. First Name Last Name Digital Products LLC) or something that represents your brand (i.e. Digital Product Freedom LLC). You can use [THIS LINK](#) to check if a name is already taken.

TEP TWO:

You will want to do a Google search with “Register LLC with [Insert Your State Here] Secretary of State” and then follow the prompts on the official site for registering your LLC. There usually will be a fee for this that varies by state (but this does count as a tax write-off!).

STEP THREE:

Obtain an Employer Identification Number (EIN). Your EIN is a unique nine-digit number used for tax purposes. You can apply for an EIN with the Internal Revenue Service (IRS). Be sure you use [THIS LINK](#) to apply directly on the IRS website (this should not cost you any money) instead of using a third party website that might try to charge you for it.

*This is not legal advice

STEP FOUR:

Comply with Tax and Regulatory Requirements. You will want to familiarize yourself with federal, state, and local tax obligations for LLCs, including tax filing requirements and sales tax obligations. Requirements will vary state to state. Especially when it comes time to file your taxes, **I recommend reaching out to an accountant to make sure you're in full compliance and filing correctly.**

STEP FIVE:

Once you have your LLC and EIN, you may want to look into opening up a **business bank account**. It is always a smart idea to separate your personal and business finances!

Already have an LLC with a different business? You may be able to just file a DBA (Assumed Name) for your new digital product business. You can use [THIS LINK](#) to help you figure out which is right for you.

Of course there are also other legal things you can look into, such as copywriting any materials you created that you DO want to protect. But for now, this at least covers the most important bases!

A luxurious, all-white office space. A large, ornate crystal chandelier hangs from the ceiling. In the foreground, a large white pedestal vase holds a massive bouquet of white roses. Behind it, a white desk is set up with a laptop, a lamp, and other decorative items. A white chair and a white ottoman are also visible. The room has large windows with white curtains and a white rug.

chapter 11

IT'S GO TIME!

IT'S GO TIME!

YAY! You've made it to the launch stage, which means IT'S **GO TIME GF!**

Once you've confirmed that your products, your Stan Store, your email flows (optional), and your Instagram are all functioning and set up correctly, you will want to officially launch your product and start promoting it.

Here are some fun things you can do to boost sales with your launch:

Do a short PRE-LAUNCH where you start hinting on your Instagram that something new and awesome is coming. Create a countdown. Invite people to DM you for that freebie if it's already ready. Stir up hype!

Offer a launch promo or special "launch pricing." You can offer this to your audience for a week or so and promote it on both IG and in your freebie emails. Just remember to go back through those emails after the launch promo ends to take out the sections where you are mentioning it!)

Create hype in your Stories and posts! Take screenshots of new sales or give updates on what's happening throughout the launch (and of course, you can KEEP doing this even AFTER the launch ends as well!)

Don't forget to push your freebie! Even if people aren't ready to buy now, you can still get them on your email list by offering your freebie and nurture them until they're ready to buy over time.

I am SO proud of you for making it this far! A lot of people talk the talk, but they don't walk the walk! Do you have any idea what you just did? You just affirmed to yourself that your time is worth more than a dead-end 9-5. Your family is worth more than a 2 day weekend. Your life is worth LIVING! CONGRATS!

I want you to remember one more thing. **Success comes to those who stay consistent, persevere through the hard times, learn and grow from their mistakes, and keep a positive mindset! PSST.. YOUR MINDSET IS EVERYTHING!**

Now go and have fun with your new biz!

Xo, Epreneur Academy

CONNECT ON INSTAGRAM

Shoot me a message on IG

(@Epreneuracademy)

to ask questions or let me know how things are going.
I want to celebrate with you!

EPRENEUR ACADEMY

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