

No Face All Profits

The step by step guide for the girls
who want to make money in the
Digital Marketing world with a
Faceless account



With MRR Attached

LETS TALK ABOUT IT

So, let's be real. You're here because you see how many people are changing their lives in the Digital Marketing world but you just can't get yourself to do the trending dances and share your life on Social Media....SAME.

I decided to go Faceless because it felt so much more true to who I am and I KNEW there were so many others out there who could relate. Switching up the path was scary but I was shocked to see that the money, face or not is still there to be made. I made \$500 in my first 72 hours and I knew I had to share it with anyone who felt they couldn't be successful in this Digital era, just because they wanted to stay on the other side of the camera.

Now, a lot of people may think the faceless route is the easier one but I'm here to tell you that it's not. Remember, people buy from those they LIKE, LOOK UP TO or CAN RELATE TO. So, when going the faceless route it is a MUST that you provide value, utilizing your captions and content even more than a "regular page" has to.

This guide is for the girls who know they have it in them to make things happen against the traditional route. For the introverts who are ready to get creative and make that life changing money, their way and just need that extra push. Let's get to it.

THE MAIN TOPICS BEHIND

going Faceless

01

Men Lie, Women Lie, Aesthetics Don't.

02

Who's behind the Scenes, Lets Talk About YOU.

03

The Power of Engagement

04

The 3x3 Method

05

Your Go-to's for Quality Content

MEN LIE, WOMEN LIE, AESTHETICS DON'T

When it comes to a faceless brand there is no face to put to the name. So, the idea that the vibe of your page doesn't matter? throw it away.

WHY IS A CONSISTENT AESTHETIC SO IMPORTANT FOR YOUR FACELESS PAGE?

Visual Appeal

Aesthetically pleasing content attracts attention. Even without a face, the way images or content are presented can captivate an audience. Consistent color schemes, pleasing compositions, and unique visuals can make a page stand out.

Brand Identity

Aesthetic choices help in creating a distinct brand identity. Consistency in style, colors, and overall theme helps followers recognize and remember the page among the multitude of content on Instagram.

Engagement and Retention

Visually appealing content tends to engage users more effectively. It can capture attention, encourage likes, comments, and shares, ultimately leading to better engagement metrics. When people enjoy the look and feel of a page, they're more likely to spend time exploring it.

Professionalism and Credibility

A well-curated, aesthetically pleasing feed can convey professionalism and credibility. It shows dedication, attention to detail, and a level of commitment to quality content creation.

MEN LIE, WOMEN LIE, AESTHETICS DON'T

LETS CREATE YOUR BRAND AESTHETIC

Step 1: Create your mood Board

Download an instagram preview app. My personal favorite is The app called Preview: Instagram Planner

Decide your color scheme and what you want the overall vibe of your page to be. Use sites like canva, etsy and instagram to find inspo pictures to put together for your mood board.

REMEMBER

These aren't pictures you're actually going to use. Your moodboard is simply for inspiration for you to go back to when you feel stuck on what to post when your page is live

See the next page for examples

MINIMALISTIC MOODBOARD



PASTEL INSPIRED MOODBOARD



MEN LIE, WOMEN LIE, AESTHETICS DON'T

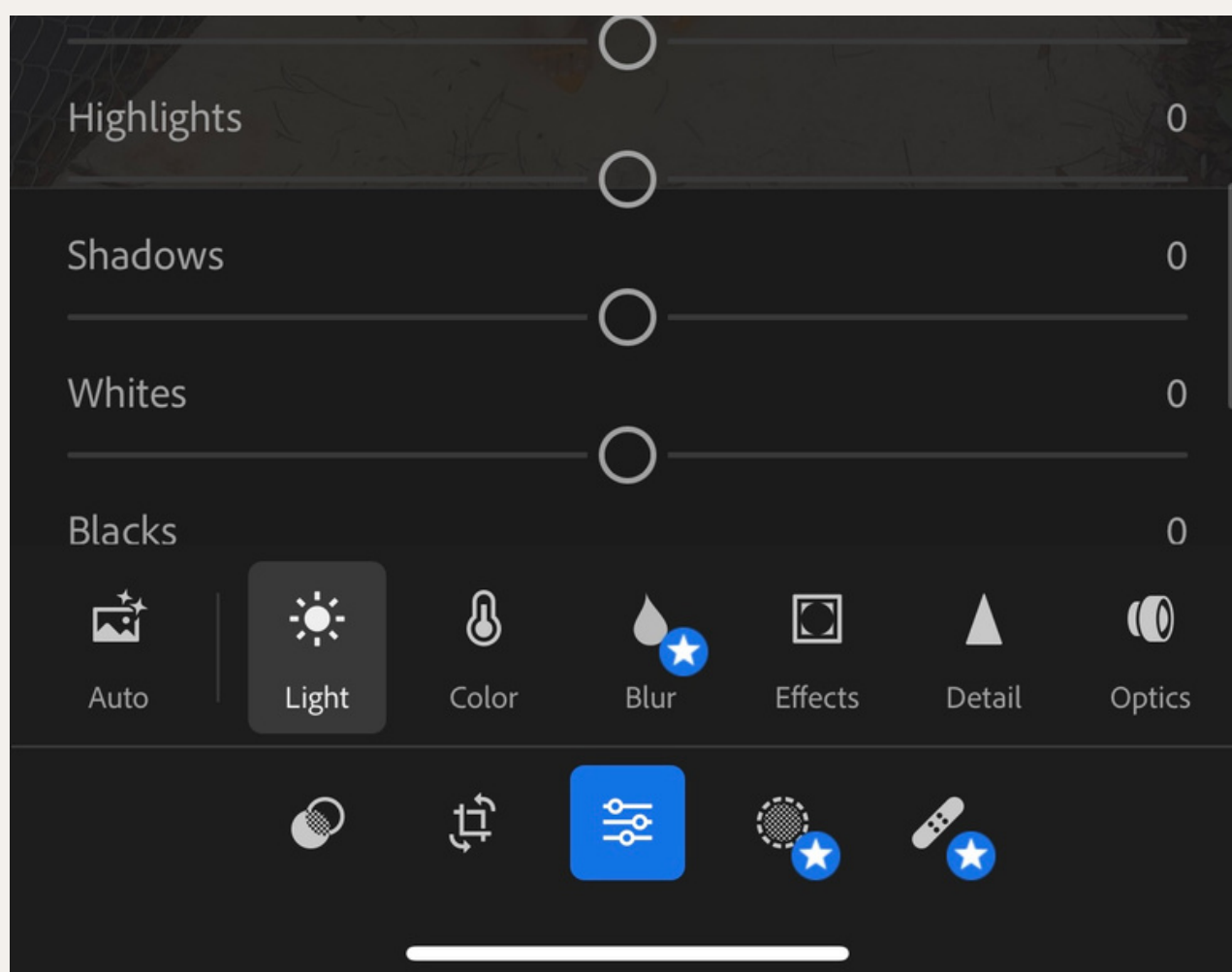
NOW THAT YOU HAVE YOUR AESTHETICS DOWN LETS TALK PRESETS

STEP 2: CREATING YOUR PRESET PACK

PRESETS FOR INSTAGRAM INVOLVES ESTABLISHING A CONSISTENT LOOK OR STYLE FOR YOUR PHOTOS OR VIDEOS. PRESETS ARE ESSENTIALLY SAVED COMBINATIONS OF ADJUSTMENTS APPLIED TO AN IMAGE TO ACHIEVE A SPECIFIC VISUAL EFFECT AND GO HAND AND HAND WITH YOUR BRAND AESTHETIC.

THE 2 APPS I PERSONALLY USE FOR PRESETS ARE ETSY WHERE YOU CAN FIND PRE MADE PRESET PACKS TO USE FOR YOUR POSTS OR THE LIGHTROOM APP WHERE YOU CAN CREATE YOUR OWN PRESETS.

ON LIGHTROOM SPECIFICALLY, YOU'LL UPLOAD A PICTURE AND ADJUST THE LIGHT, COLOR AND OPTICS OF YOUR PHOTO WHICH YOU CAN THEN SAVE AS YOUR PERSONAL PRESET ONCE YOU LIKE THE LOOK AND USE ON EVERY PHOTO FOR A COHESIVE INSTAGRAM FEED. SEE BELOW:



ON PAGE 20 IN THIS GUIDE YOU WILL SEE AN EXAMPLE OF THE
DIFFERENCE A PRESET MAKES

The person behind the scenes

Lets talk about YOU

Even for a faceless digital marketing Instagram page, establishing a clear sense of identity and purpose is crucial for so many reasons:

Target Audience

Understanding your identity helps you define your target audience. Knowing who you are allows you to identify the demographics, interests, and needs of your potential followers or customers more accurately.

Brand Consistency

A defined identity ensures consistency in your messaging, aesthetics, and content. It helps in creating a cohesive brand image, making your page easily recognizable among competitors.

Building Trust

Clarity about your identity builds trust. When followers understand your brand's values and mission, they are more likely to engage with and trust your content, leading to better relationships and conversions.

Differentiation

In a crowded digital space, having a distinct identity sets you apart. It helps to carve out a unique niche and make you stand out among similar digital marketing pages.

The person behind the scenes

Lets talk about YOU

Who are you? Jot down 5 key points that describe who you are. These points will help you figure out what your target audience is. This will help narrow down your specific **Niche**.

Here are a few jot down points to use as an example:

- I am a stay at home mom
- I am really into fitness
- I am into fashion and beauty
- I am a wife
- I currently work a 9-5 job

Now, incorporate these points into your videos. Storytelling on a faceless account is **CRUCIAL**. Your audience need to know that they can relate to you.

For example if you are a stay at home mom **EXPRESS** that in your videos **AND** caption.

Example



For all my stay at home moms who want to make money off their phone

But don't know where to start, this one's for you.

Read caption ✨

Now that you have attracted all stay at home moms, It's time to use your caption to tell your story.

This will begin to form your Target Audience. Constantly targeting a specific audience that can relate to you will help you build a consistent community.

This will make you relatable. Relatability if done correctly and consistently will eventually build **TRUST**.

Trust = Sales

The person behind the scenes

Lets talk about YOU

Next, let's dig into your Instagram Bio.

This is where the **First Impression** happens. This is where you need to capture the attention of your future audience.

What you should include in your Bio:

Introduction/Identity

Introduce yourself, your brand, or the purpose of your page. Use clear and concise language to explain who you are or what your page is about while expressing your Unique Selling Proposition.

Unique Selling Proposition (USP)

Highlight what sets you apart. What makes your content, products, or services unique? Emphasize your strengths or what makes you stand out from the crowd.

Example: A stay at home Mom helping you make money from your phone
\$5000 made in 30 Days with Digital Marketing

Next, add your **Call to Action (CTA):**

Encourage action. Whether it's directing followers to a website, subscribing to a newsletter, or checking out your latest post, include a CTA that aligns with your goals.

Example: “Click to learn HOW” (pointing to a link in your BIO)

Lastly, include your **Contact Information:**

Provide contact details like an email address, website link, or other social media profiles if relevant. Make it easy for followers to get in touch.

THE POWER OF ENGAGEMENT

Lets talk about engagement. In the social media world, you're nothing without it. But how do you get there when starting from zero. Lets talk about it.

Creating engagement on a new Instagram page involves several strategies to attract attention, foster interactions, and build a community. These Include:

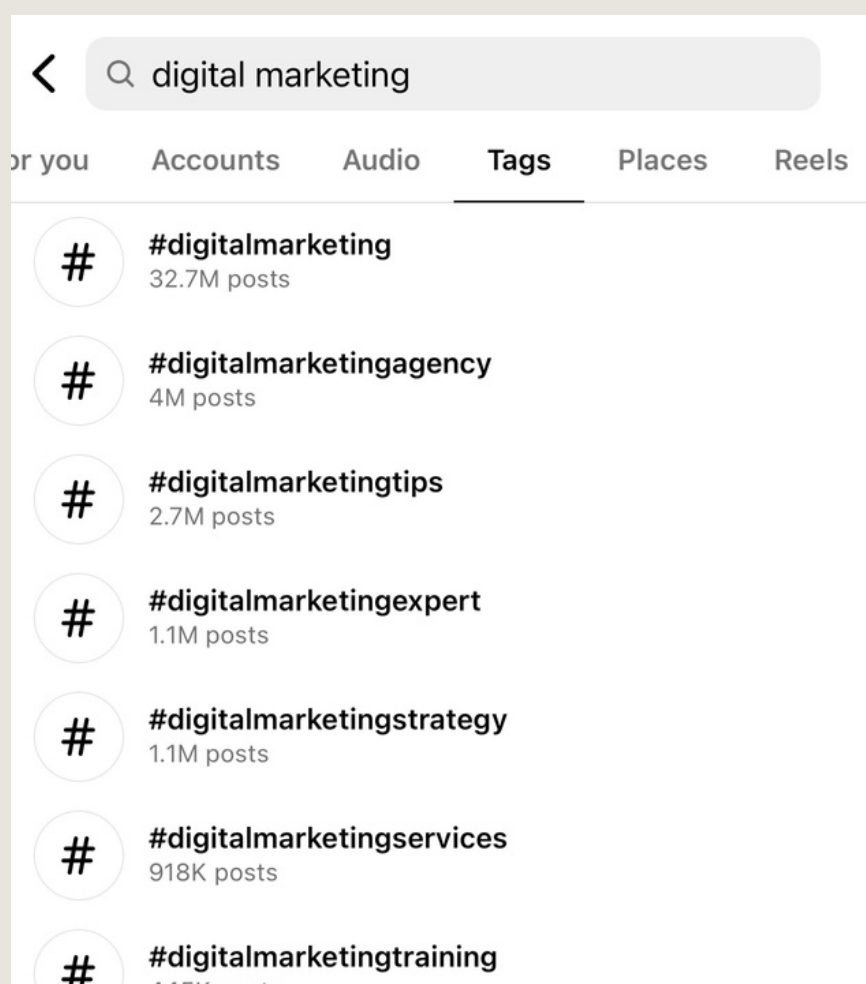
Value-Driven Captions

Craft engaging captions that provide value, tell stories, ask questions, or prompt discussions. Encourage your followers to share their thoughts and answer ***specific*** questions rather than broad ones.

Use Relevant Hashtags

Research and use relevant hashtags to increase the discoverability of your posts. Mix popular hashtags with niche-specific ones to reach a broader audience interested in your content.

Use 5-10 Hashtags in every post. To find popular hashtags for your specific industry go to the search bar on Instagram, type in your industry and click "Tags." See image below for an example.



Make sure to use different hashtags with each post to reach a wider audience.

Using the same hashtags with every post will stunt your growth, use them strategically.

THE POWER OF ENGAGEMENT

One thing I'm sure we all have a Love/Hate relationship with when it comes to Social Media is....

THE ALGORITHM

Let's Talk About it.

Instagram's algorithm determines the content users see on their feeds and in the Explore section. While Instagram doesn't disclose its algorithm's intricate details, it primarily operates based on these key factors.

Interest and Relevancy

The algorithm prioritizes content based on users' past interactions, such as likes, comments, shares, and saves. It assesses the relevance of posts to each user's interests.

Relationships

Content from accounts with which users frequently interact, such as family, friends, or accounts they engage with often, is prioritized. The algorithm values content from these connections higher.

Saved and Shared Content

Posts that are frequently saved or shared by users may be considered more valuable and could appear more prominently on feeds.

What does this mean for you and your faceless page?

Before posting, make sure the post will add to at LEAST one of these points. Is this a post people will relate to, to the point of them wanting to repost it to their story, comment on it or save to come back to in the future?

If the answer is yes. It is a post worth sharing and will eventually establish a relationship between them and your page. If not, revisit previous modules and find a way of adding value to this specific post.

THE POWER OF ENGAGEMENT

We all want maximum engagement on our posts but what are YOU doing to engage?

Engaging to optimize Engagement *Let's Talk About it.*

One of the main ways to start an Instagram page from zero and grow a following is simply engaging with other pages yourself.

Find pages within your niche or those who you feel will be valuable to have in your audience and give them a follow.

Engage with their posts. Like, comment and show your support. This will build relationships strictly off of sharing support for support. When starting a new page it will start building this bricks your foundation.

Replying to Comments/DMS!

This is one that is often overlooked but crucial to make the algorithm work for you. Making sure you are responding to every comment shows the algorithm that you are actively engaging within the Instagram community. This will move the algorithm in your favor.

Establish a Consistent Posting Schedule

Maintain a consistent posting schedule to keep your audience engaged and expecting new content from you.

Remember, building engagement takes time and consistency. Experiment with different strategies, analyze your audience's response, and adapt your approach based on what works best for your new Instagram page.

THE POWER OF ENGAGEMENT

Instagram stories Matter *Use them!*

Stories allow you to showcase the human side of your brand. Even without showing faces, you can share behind-the-scenes glimpses, product demonstrations, or share user-generated content, fostering a more personal connection with your audience.

Interactive Features

Stories offer various interactive features like polls, quizzes, questions, and countdowns, allowing for direct engagement with your audience. These features encourage participation and feedback, boosting engagement.

Story Highlights

Highlights allow you to save and showcase Stories beyond their 24-hour lifespan. You can categorize and curate Highlights to feature key content, such as testimonials, client wins, or Frequently Asked Questions (FAQ's), giving new followers a quick overview of your brand.

Instagram provides analytics for Stories, allowing you to track views, interactions, and overall performance. This data can help refine your content strategy based on what resonates most with your audience.

The 3x3 Method

Posting 3 different types of content 3 times a day.
Lets talk about it.

The purpose of this method is to help you figure out what type of content your audience resonates with.

How to start your 3x3 Method

Step one: Come up with 3 different content types that you will be consistent with, daily. Specifically for your feed.

For example: A quote, An informational reel and a story telling post.

Step two: Come up with your schedule. When are you going to post? You should be posting 3 times a day. This is CRUCIAL to build brand recognition. When growing your following it is not likely that someone will see your page just once and follow you. Typically it takes for a person to see a page three times before they decide to follow. Posting 3 times a day will get your brand in front of the largest audience.

Things to Remember with the 3x3 Method

QUALITY > QUANTITY

Prioritize quality over quantity. Ensure that each post provides value, is visually appealing, and aligns with your brand or message.

Consistency

Progress doesn't happen over night. Remember that in order to see progress from this method you must be consistent, Follow your posting schedule daily and give at least 60 days before reviewing your analytics to make necessary changes

The 3x3 Method

Making Your Analytics work for YOU.

Instagram analytics provide valuable insights that can help you understand your audience, optimize content, and grow your page

Make sure that your page is set to either a business or creator page to have access to your full analytics.

How to use your Analytics

When starting a new page wait about 60 days before diving deep into your analytics. This gives your page enough time to generate accurate information.

Audience Insights

- **Demographics:** Analyze your audience's age, gender, location, and active hours. Use this data to tailor content that resonates with your specific audience segments.
- **Follower Growth:** Track follower growth over time to understand which content or campaigns lead to increased followers.

Content Performance

- **Engagement Metrics:** Analyze likes, comments, shares, saves, and reach for each post. Identify high-performing content to replicate successful strategies.
- **Top Content:** Identify your top-performing posts based on engagement metrics. Use this information to create similar content that your audience enjoys.
- **Content Types:** Evaluate the performance of different content formats like photos, videos, Stories, Reels, etc., to understand what resonates best with your audience.

The 3x3 Method

Making Your Analytics work for YOU.

Optimal Posting Times

- Activity Insights: Use data on when your audience is most active to schedule posts at optimal times. Posting when your audience is online increases the likelihood of engagement.

Hashtag and Discovery Insights

- Hashtag Performance: Check the performance of hashtags used in your posts. Identify which hashtags drive the most impressions, reach, or engagement.
- Reach and Impressions: Monitor the reach and impressions of your posts to understand how many unique accounts are seeing your content.

Story Metrics

- Story Performance: Track completion rates, taps forward/back, and replies to Stories. Use these metrics to refine your Stories strategy for higher engagement.

Profile Activity

- Profile Visits: Track the number of profile visits. Identify which posts or Stories drive users to visit your profile and engage further.

By regularly analyzing Instagram analytics, you can identify trends, understand audience preferences, refine your content strategy, and make data-driven decisions to optimize your page's growth and engagement. This is ESSENTIAL for a Faceless Brand.

Your Go-to's for **Quality Content**

When it comes to a Faceless Brand your content is literally
EVERYTHING.

Lets Dig Deep.

All About the Reels

One of the biggest mistake I see with individuals who are trying to create a faceless page is the lack of attention to detail in their posts. Yes, it's easy to just take your phone out while you're driving and record the road ahead, throw some words on it and post, but your followers will see right throughout.

Think about the content that you personally take the time to enagage with while scrolling on your feed, what qualities do they have?

Let's talk about Go-to Apps to download before diving into creating Reels. (These are not mandatory, however they are my personal favorites and highly recommended for a Faceless account.)

Canva - For Aesthetic photos to use on your reel

Capcut - To edit your videos

Tezza - To edit photo feed posts

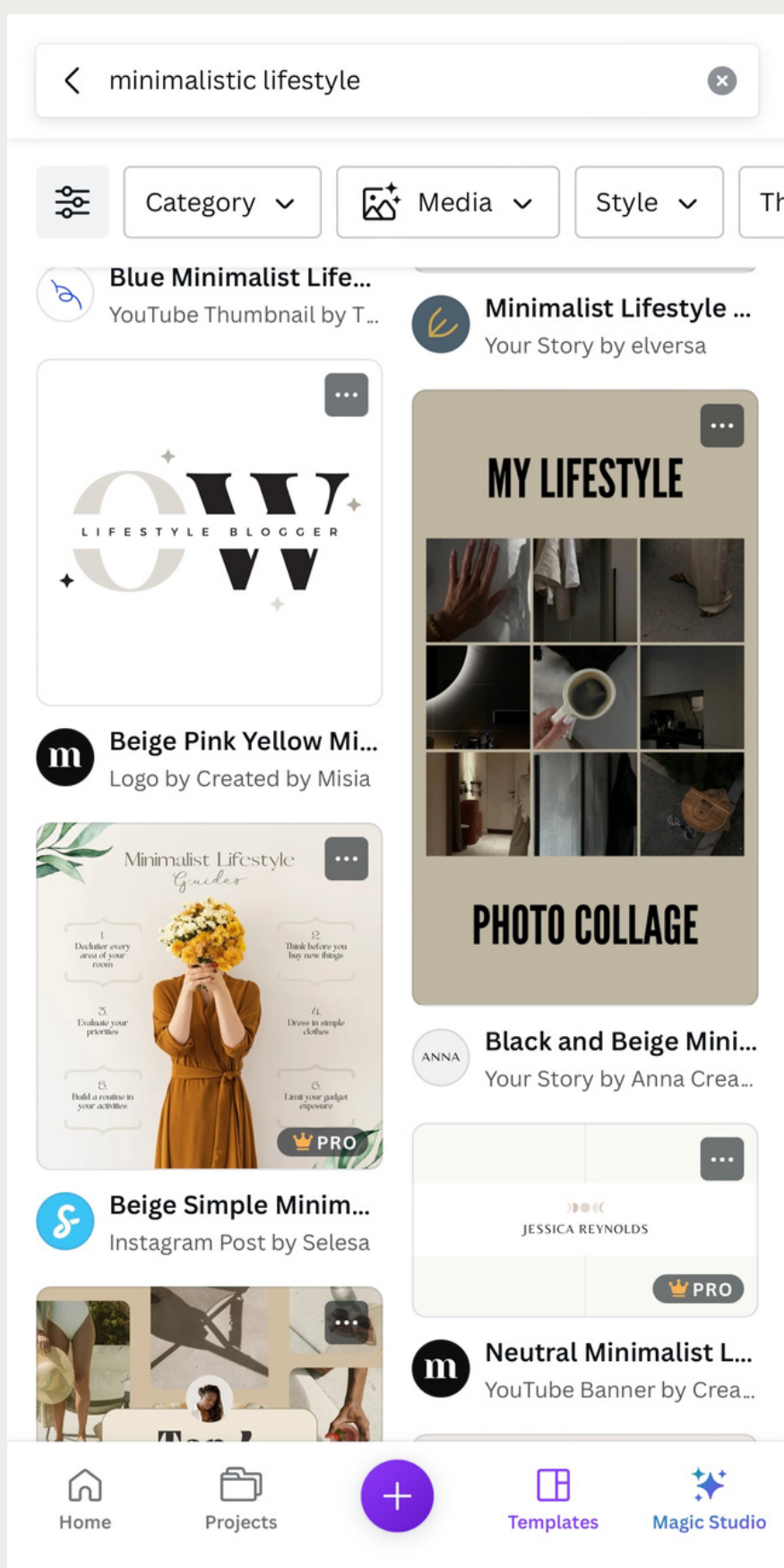
Your Go-to's for Quality Content

How to create Faceless reels

There are three different routes you can choose from when creating a faceless reel.

Route one: Use Canva, or a site with reusable photos of your choice to find photos that fit with your niche/aesthetic.

For example:



Step one: Search the kind of aesthetic you are looking for as shown in the example.

Step two: Download the photos directly. (Always check the licensing and usage terms associated with the photos beforehand)

Step three: Put the necessary amount of photos back to back in a reel.

Before we talk about trending sounds and key words lets go over the 2 other routes you can choose from.

Your Go-to's for **Quality Content**

How to create Faceless reels

Route two: Taking your own photos/ videos.

I definitely recommend using this route every once in a while to ensure custom content that your audience won't see elsewhere. You can take content of outdoor scenery, artwork or any place that will fit with the vibe of your aesthetic.

If you're taking this route, be sure to use your aesthetic specific presets to make sure each of your posts mesh correctly with one another and stay true to your mood board.

With this route it is easy to produce low quality content which is what you want to avoid. Make sure to capture your photos with the correct lighting/ exposure with little to no grain.

You'll utilize these photos the same way you would utilize photos downloaded in the first route and make sure to use 3/5 of them to create your reel.

Example: As shown earlier in this guide, I took this photo and added my preset to make it go with my darker scale/ minimalistic aesthetic



Your Go-to's for **Quality Content**

How to create Faceless reels

Route three: Utilizing Already Viral Content/ memes

This route isn't something I would recommend using every day. However, it's great when you want to switch it up but still keep it Faceless!

For example: If you want to share a glimpse of how much you've made in a certain amount of time your reel can look something like this. Click image below for sample reel:



Showing my family how much I made
off of Digital Marketing without
showing my face:

Keep in mind all reels should only be no more than 10 seconds long in order to keep the attention of your audience

Your Go-to's for **Quality Content**

How to create Faceless reels

Once you decide which route you are posting using next is the content for you reel.

Lets dig into your **HOOK**

Finding the right hook for an Instagram Reel involves understanding your audience, being creative, and crafting content that captivates attention from the start. Here are a few ways of how to discover an effective hook:

Know Your Audience

- Understand your audience's interests, pain points, and preferences. Tailor your hook to resonate with what appeals to them or addresses a specific need or curiosity.

Identify the Message

- Determine the core message or purpose of your Reel. What value or entertainment are you offering? Your hook should align with this message.

Create Curiosity or Intrigue

- Pose a question, hint at a solution, or create curiosity within the first few seconds. Aim to make viewers want to watch further to find the answer or discover more.

Leverage Trends or Challenges

- Participate in ongoing trends or challenges relevant to your niche. These hooks often attract attention as they're already popular on the platform.

Your Go-to's for **Quality Content**

How to create Faceless reels

Some examples of Great hooks to grasp your audience attention:

“ Want to know I made six figures in 5 months with Digital Marketing!?”

“ Want to make an extra \$3,000 by next week !?”

Next, add a call to action in your reel .

This call to action needs to be put in your actual reel itself and also in the caption. The call to action needs to gear your audience to where you want them to go. For example, “ If you want to figure out HOW to make \$3000 this week, Read Caption”

In the caption itself. Once you use either story telling or an informational route, you should end the caption with an additional action. Such as a word or phrase they can DM or Comment to show they are interested in learning more.

See the next page for an example:

Your Go-to's for Quality Content

How to create Faceless reels

Click picture below for example:



minimotivates SOOO Let's talk about it, if you're reading this I'm sure it's because you see Digital Marketing ALL over instagram and you want to get in on this life changing money so many women are making on here but you just CANT bring yourself to making reels of YOU and, SAME.

I started this journey because I saw my sister who made \$8,000 in her first month and I wanted in but we are polar opposites. As successful as she's been I couldn't see myself being behind the camera and posting it just "wasn't me" so I decided to go faceless. I made my first \$500 sale in 72 hours and I knew I had to share this opportunity in this way.

For the Girls who are looking to make additional income in the Digital Marketing Space but feel discouraged when it comes to posting.... DONT. I got you! Follow [@minimotivates](#) & DM OR COMMENT "FACELESS" & I'll send you info on how I got started ❤️

[#mrr](#) [#digitalmarketing](#) [#facelessdigitalmarketing](#) [#sidehustle](#) [#forthegirls](#)

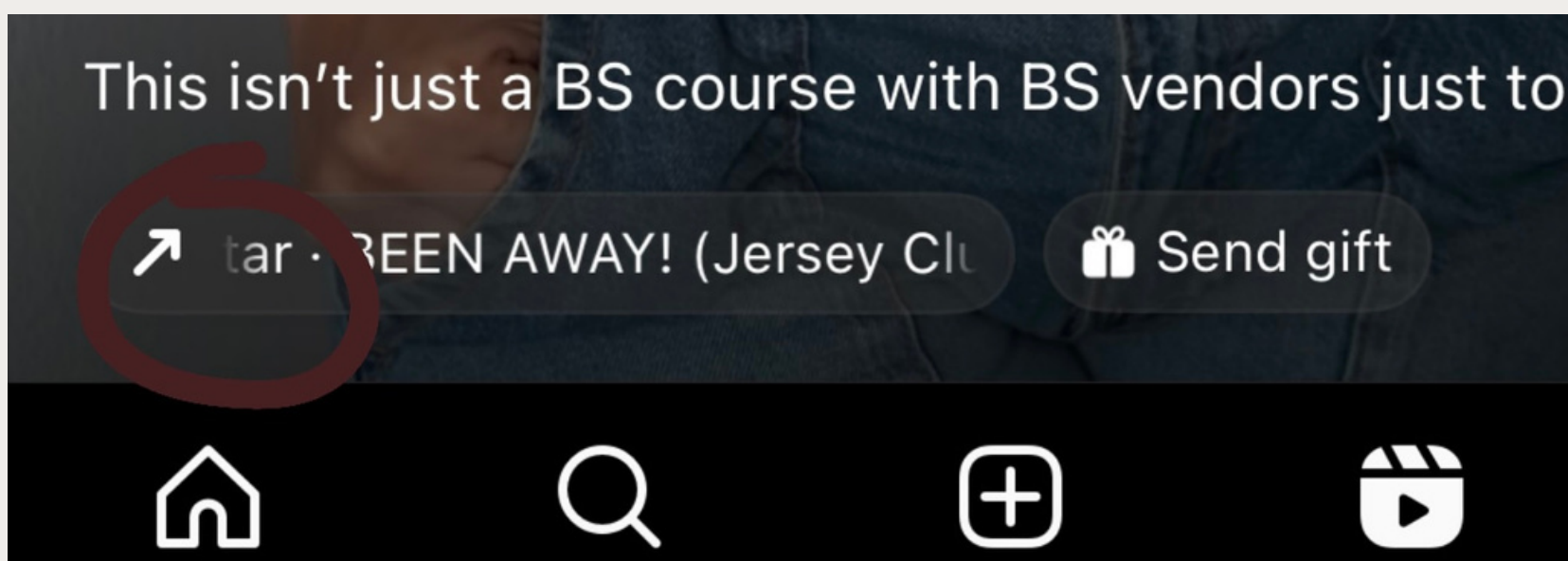
Your Go-to's for Quality Content

How to create Faceless reels *Lets talk #TRENDING*

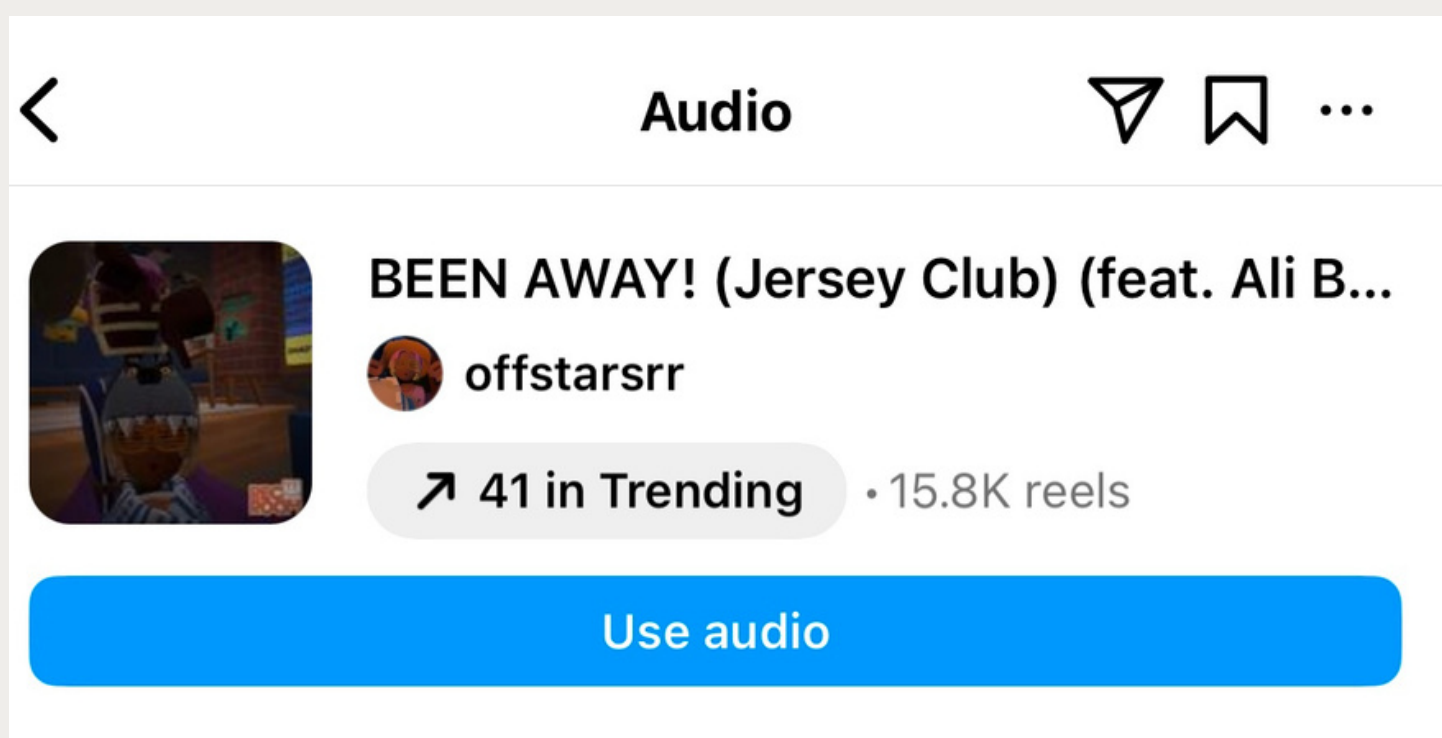
Faceless account or not, it is so important to be in the know. Trending dances are already taken from the luxury of a faceless account and we've already talked about trending hashtags so let's talk trending sounds.

How do you find Trending Sounds on Instagram?

Step one: When scrolling through reels look for a sound with the upward arrow next to it. See Example:



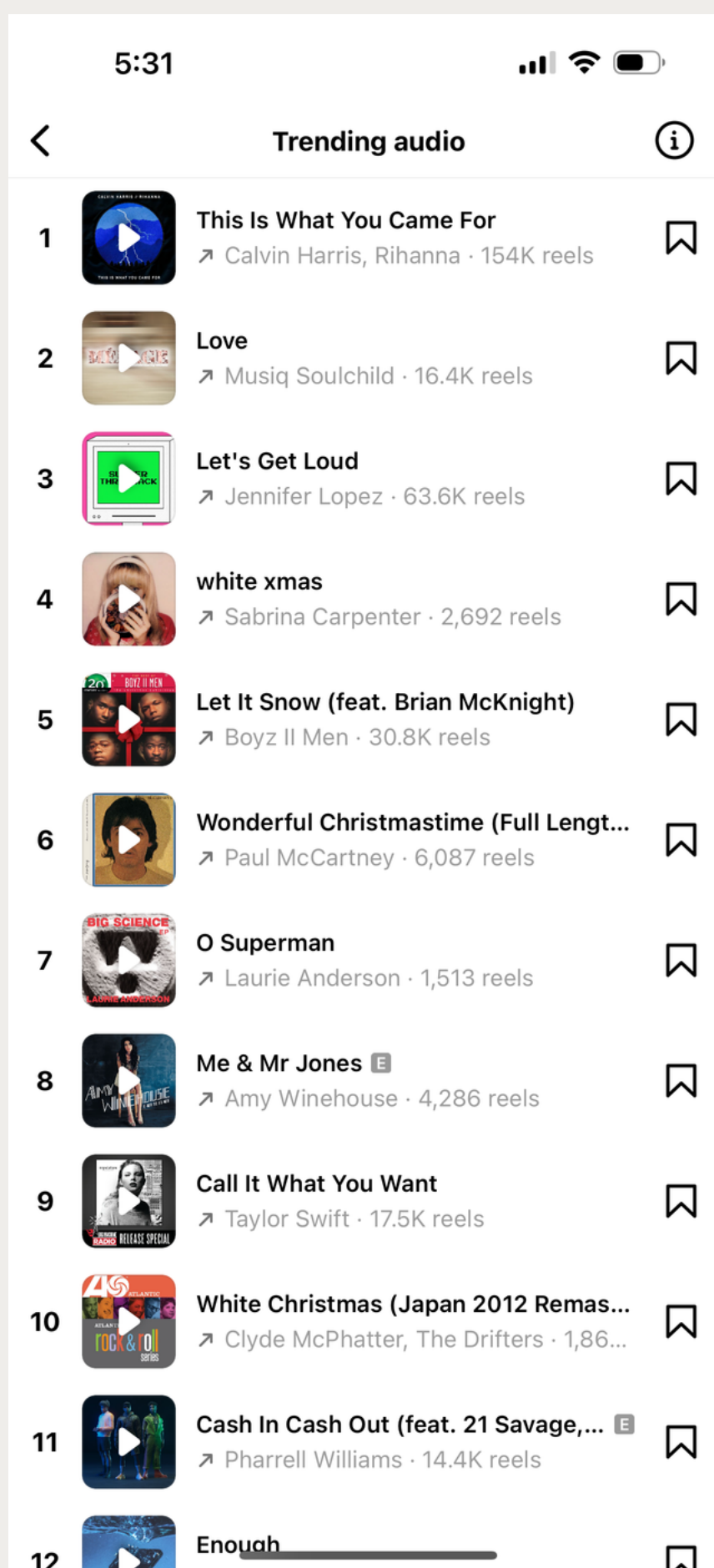
**Step two: click on the sound and it will bring with to the audio which shows where in trending this audio falls. See Example:
This particular sound is #41 on the trending list.**



Your Go-to's for Quality Content

How to create Faceless reels *Lets talk #TRENDING*

Step three: Click where it says, “ 41 in Trending” in the example above and the entire Trending sound list will pop up. These are the sounds you’ll use to help the exposure of the reel. The closer it is to the top of the list, the better.



Your Go-to's for **Quality Content**

How to create Faceless reels

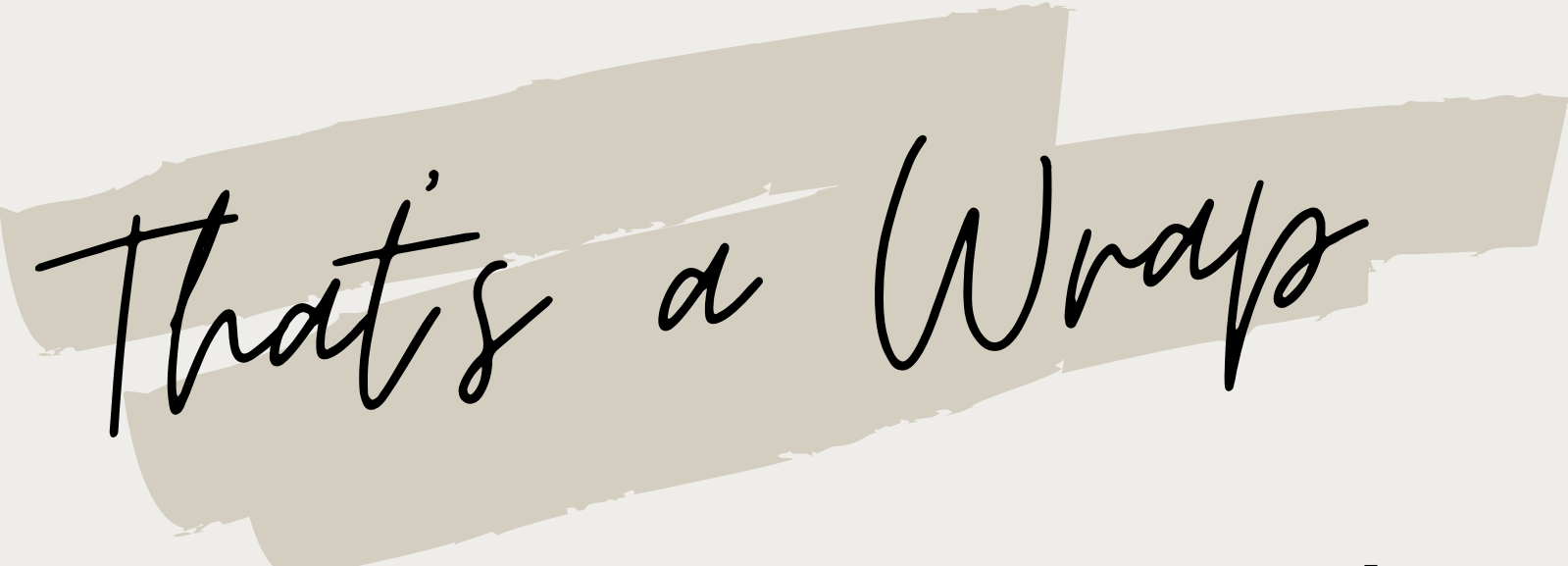
Lastly, lets talk Key words

So we spoke about the Algorithm and No, it doesn't hate you, you just aren't using it to your advantage. The last thing you want to make sure you do before posting is adding and then hiding key words to your reels. This is just another way to make sure Instagram's algorithm is able to know exactly what your reel is about and push it to the right audience.

Here, you can use key words or phrases that are not already in your video that are geared toward your niche. Once you type the word or phrase you can push it to the side of the screen so it's not visibly seen by your audience.

Click below for Example:





That's a Wrap

YOUR SALES ARE WAITING!

Now that you've completed this step by step guide believe me when I tell you, you have all the tools you need to be successful in this Digital Marketing world, Faceless.

Remember to be consistent, stay confident and believe that everything you want is already yours.

The faceless route is definitely not the easiest but congratulations for finding a path that works FOR YOU.

I hope this guide gave you the confidence you needed to go out there and kill it! would say Good luck but you don't need it!