FaceFree AI Video Starter Kit

Handbook: create a short video without appearing on camera.

What you get

A step-by-step video workflow, a worked 30-second example, copy-and-paste AI prompts, a review checklist and a realistic four-week practice plan. Your companion Quick Prompts PDF contains 12 reusable prompt cards.

Friendly, practical steps you can work through at your own pace. Start with one small task and build from there.

A note from Sherrie

You do not need to know every tool or have everything perfect before you begin. Keep your first attempt simple, check your work and improve one thing at a time.

Edition: 26 October 2026

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One idea. One short video.

A faceless video can use your own screen recording, text slides, licensed footage or original AI visuals, with narration or captions. You still choose the message and check the finished result.

Your simple workflow

• Choose one audience and one useful idea.

• Write a short script in words you would actually say.

• Match each part of the script to a visual.

• Assemble the visuals, voice and captions.

• Check it on your phone, then publish when ready.

Use what you already have

You need a way to write a script, collect or create visuals, and edit a video. One tool may cover several jobs. You can use your own voice, a permitted synthetic voice, or text-only slides. You do not need an avatar.

Your first task

Finish this sentence: "This video helps [person] do [one task]." For example: "This video helps busy beginners organise their next three social posts."

Choose a manageable topic

Choose something you can explain clearly in about 30 seconds. A tiny tutorial or one practical tip is easier to finish than a complete lesson.

Three beginner formats

• One tip: show a small improvement, such as shortening a caption.

• Three steps: demonstrate a simple process, such as saving brand colours.

• A quick explanation: answer one question your audience asks.

> Give me five ideas for a 30-second faceless video for [audience] about [topic]. Each idea must solve one small problem. Use plain Australian English. Avoid income promises. Suggest a visual I can create or record myself.

Choose one next step

Ask the viewer to save the tip, answer a question, or visit a relevant resource. Use one main call to action rather than asking for everything at once.

Write a script that sounds like you

Use a simple order: an opening that names the problem, the useful tip or steps, then one next action. Start with roughly 55-70 words for a 30-second spoken video and time your own read; speaking speed varies.

> Write a roughly 60-word script for a 30-second faceless video. Audience: [audience]. Topic: [topic]. Helpful takeaway: [takeaway]. Tone: friendly, clear and practical. Use Australian spelling. Begin with a specific question or problem. End with [one action]. Do not invent results, testimonials or facts.

Make it your own

- Replace phrases you would never say.
- Read the script aloud and remove anything awkward.
- Check factual statements and examples.
- If the script runs long, cut a point rather than rushing the narration.

A useful follow-up prompt

> Shorten this script while keeping the practical advice. Use everyday words. Keep my meaning and do not add claims: [paste script].

A 30-second video you can make

Topic: stop starting your posts from scratch

Audience: busy beginners. **Format:** four simple scenes. **Action:** save the tip.

Opening | about 0-5 seconds

"Still opening Facebook with no idea what to post?" Visual: your own blank notes page. On-screen words: "Stuck for a post?"

Step one | about 5-12 seconds

"Make three headings in your notes: a helpful tip, a question, and something you have learned." Visual: type the three headings.

Step two | about 12-23 seconds

"Add one idea under each. Next time you sit down, choose one and write a few lines in your own words. You can build the list as ideas come to you." Visual: show a simple example under each heading.

Close | about 23-30 seconds

"Save this and try your three headings before your next post." Visual: recap the headings and a small Digital Nan signature.

Timings are a starting point. Record a read-through and adjust the scene lengths to match your voice. Use invented example notes; keep private messages and personal information off screen.

Match your words to visuals

A storyboard is simply a plan for what people see while they hear each part of your script. You can write it in a notebook or use a two-column document.

> Turn this script into a four-scene storyboard. For each scene give: narration, a visual I can make myself, short on-screen text, and an approximate duration. Keep the total near 30 seconds. Avoid unnecessary transitions: [paste script].

Choose the easiest visual that explains the point

- Screen recording: demonstrate a task with sample information.
- Text slides: show one short message at a time.
- Your own footage: film a notebook, workspace or relevant object.
- Licensed stock or AI visuals: check permissions and inspect for errors.

Check permissions

Use images, music, fonts and voices you are permitted to publish. Check commercial-use terms if the video promotes a product. Do not clone someone's voice or present their likeness as an endorsement without permission.

Build the first draft

1. Set the canvas

For a vertical story or reel, start with a 9:16 canvas, such as 1080 x 1920. Check the destination's current upload requirements before exporting.

2. Add the voice or text

Record your narration or use a voice you have permission to use. For a silent video, make the text clear enough to carry the message.

3. Add the visuals

Place each visual alongside its matching narration. Adjust the scene length to the actual audio. Keep transitions simple.

4. Add readable captions

Check every caption, especially names and tool terms. Leave room at the edges for platform buttons and overlays.

5. Balance the sound

Keep any music below the voice. Listen on your phone and with headphones; the words should be easy to understand.

Use a consistent look

Save your brand choices so you can reuse them. Choose one heading style, one body style and a small colour palette. Use a small signature without covering the message.

Digital Nan colour reference

Royal blue **#0033A0** | gold base **#D4AF37**
Soft black **#0A0A0A** | white **#FFFFFF**

For a digital metallic gold effect, blend #8A5A12, #D4AF37, #FFF1A8, #D4AF37 and #8A5A12 from left to right. Use solid colours for small text so it stays readable.

Create one reusable layout

- A short opening headline with clear contrast.
- One main visual and a small brand signature.
- A closing slide with one next step.

> Suggest a simple four-slide layout for this video using [brand colours] and [fonts]. Keep text brief and readable on a phone. Include a small logo space and one closing action. Script: [paste script].

Your final check

- The video teaches one clear thing and matches its title.
- The words sound like me and all factual claims have been checked.
- The visuals match the script and I have the necessary permissions.
- Captions are accurate, readable and away from interface overlays.
- The voice is clear and the music does not overpower it.
- The opening and closing slides are readable on my phone.
- The call to action and any destination link work.
- Any required affiliate, advertising or synthetic-content labels are included.
- I have saved the final video and its editable project separately.

Export and review

Use your editor's suitable video export preset, then open the exported file itself. Watch once with sound and once muted. Check the preview on the destination before publishing. Scheduling and upload options differ by account and platform.

A four-week practice plan

Week 1 | finish one video

Choose a small topic, use the worked example as a structure, and finish one short video. Note the one step that slowed you down.

Week 2 | reuse the layout

Make a second video using the same colours, fonts and structure. Change the topic and visuals.

Week 3 | prepare a small batch

Write two scripts together, collect the visuals, then edit each video. Choose a workload that fits your available time.

Week 4 | review and simplify

Look at the results available to you: watch time, comments, saves and link clicks. Compare similar posts and change one thing for the next batch.

This is a suggested practice plan, not a promise of followers, engagement or income. You can take longer. The useful milestone is a process you can repeat comfortably.

Keep your files easy to find

Use one folder per video with subfolders for Script, Assets, Editable Project and Final Export. Name the finished file clearly, for example Digital-Nan-Three-Post-Ideas-FINAL.mp4.

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Daily Video System

Explore another video tool I use. Check the current features, costs and terms before joining.

Explore Daily Video System - affiliate link

Before choosing a tool

• Check what your existing tools can already do.

• Review current pricing, usage limits and commercial-use permissions.

• Keep your own copies of finished files and editable originals.

Sherrie | Digital Nan