

FACELESS PLAYBOOK

How to Build a Profitable Faceless Account
Without Showing Your Face



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Always consult with a qualified professional before making financial or business decisions.

CHAPTER 1: THE FACELESS MODEL (HOW THE \$300K+ SYSTEM WORKS)

Faceless content works because it is low friction, scalable, privacy-first, and algorithm-friendly.

The only system you need to understand:

Attention → Lead → Offer

Attention comes from short 7–15 second reels using scenic clips and bold text.

Leads come from comments and DMs.

Offers are delivered through email follow-ups and simple digital products.

CHAPTER 2: REVERSE-ENGINEERING A \$300K FACELESS ACCOUNT

High-performing faceless posts follow a simple structure:

- Authority or relatability
- Clear outcome or promise
- Strong call to action (usually: Comment INFO)

You'll notice simple backgrounds, large readable text, and curiosity-driven hooks.

CHAPTER 3: BUILD YOUR OWN FACELESS SYSTEM

Choose one niche to start with.

Digital marketing side hustles are beginner-friendly and proven.

Post 1–3 short videos per day.

Respond to every comment and DM.

Send people to a simple email opt-in page.

CHAPTER 4: SWIPEABLE CONTENT SCRIPTS

Use proven formats such as:

- Outcome + timeframe
- Low-barrier promises
- Myth-busting statements
- Before-and-after transformations

CHAPTER 5: CREATE VIRAL CONTENT WITHOUT REINVENTING THE WHEEL

Study faceless accounts with high engagement.

Screenshot what works.

Use ChatGPT to create original variations.

Design in Canva.

Post consistently.

CHAPTER 6: SHORTEN THE LEARNING CURVE (THE FAST TRACK)

Most people don't fail because they're lazy.
They fail because consistency is hard.

Faceless Digital Transformers removes the friction by giving you done-for-you content, captions, hashtags, coaching, and the ability to earn recurring commissions.

This allows you to focus on posting, responding, and scaling.

The Faceless Playbook - Introduction

My name is Ivana Bosnjak and I have been in digital marketing space for years.

I've built SEO agency.

I sold \$100's of thousands in Affiliate commissions.

Digital product sales massive.

Low ticket.

High ticket.

And it all works, when you commit, show up and do the work.

Most of my sales come from DM's and email marketing.

Everything else is traffic generation such as creating content that turns views into emails subscribers.

Having said this, I've worked with many people online, and those who are starting out have a huge learning curve.

What to sell, how to create content, how to turn views and messages into customers/clients.

And I've created something that shortens the learning curve yet, can get you passive recurring commissions from affiliate marketing.

Now, before we get to that.

Here is what we will cover.

#1 – Reversed engineered faceless account that did 300k+ in sales.

#2 – Step by step instructions on how to create viral content without reinventing the wheel.

#3 – How you can shorten the learning curve and get better results faster.

Let's get started.

#1 – Reversed engineered faceless account that did over 300K+ in sales.

What You'll Learn

- Why faceless content is booming (and safer to scale).
- The simple marketing engine: Attention → Lead → Offer.
- Exact post structure used by @entirelyfaceless with examples.
- Step-by-step setup: content scripts, comment → DM → email flow, and monetization.
- Compliance, disclaimers, and staying within platform rules.

*Disclaimer: This guide is for educational purposes.
Earnings are never guaranteed. Results depend on your
niche, offer, effort, and market conditions.*

Why Faceless Accounts Are Exploding

- Low friction to create: simple scenic clips + overlay text; no need for on-camera performance.
- Replicable and scalable: you can publish daily with minimal setup and outsource easily.
- Privacy first: protects identity while building assets that can be sold or rebranded.
- Algorithm friendly: short, curiosity-driven hooks get high watch time and comments.
- Monetization options: affiliate offers, your own digital products, or master resell rights products.

The Simple Engine: Attention → Lead → Offer

Your only job is to move strangers through three steps. Keep everything else simple.

Step 1: Attention → Hook + credibility + CTA in a 7–15s Reel

Which means you don't need to show your face.

You can utilize other people's results to sell offers as an affiliate.

The video creation is super easy as you can use what is already available online + chat GPT to create new versions of what is already working.

Step 2: Lead → Comment keyword → DM → Email opt-in

Your lead system is super simple.

#1 – Leads are comments + DM's

#2 – Responding to those daily boosts your video views.

#3 – DM's is your network and close proximity.

Step 3: Offer → Affiliate/digital product (e.g., \$497 course) + follow-up emails

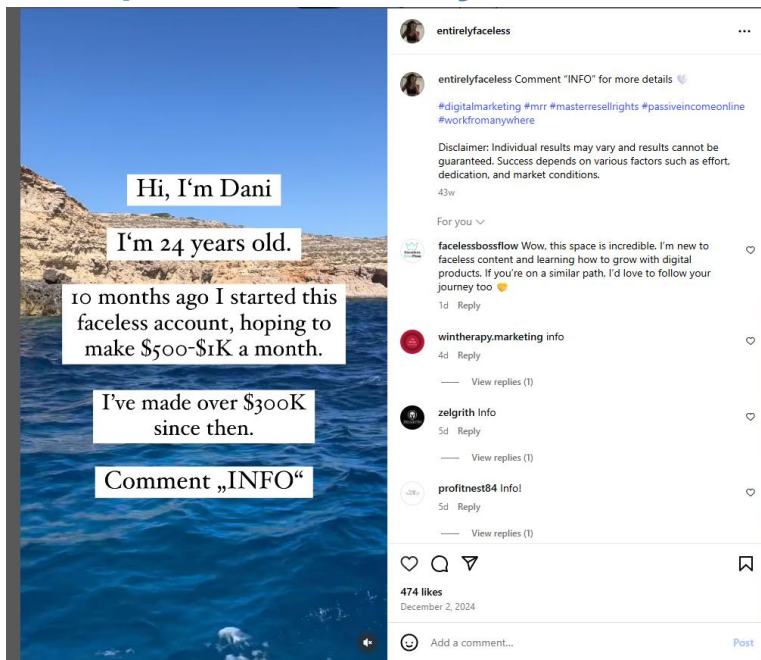
Offers can be Business opportunities, courses, DFY content, Your own or sell as an affiliate.

Reverse-Engineering @entirelyfaceless Posts

These posts are super simple to create. Take a look at this.

Background is sea, nature. The text stands out + comment INFO – has a clear call to action. (Don't worry, in the next section I will show you how to create these)

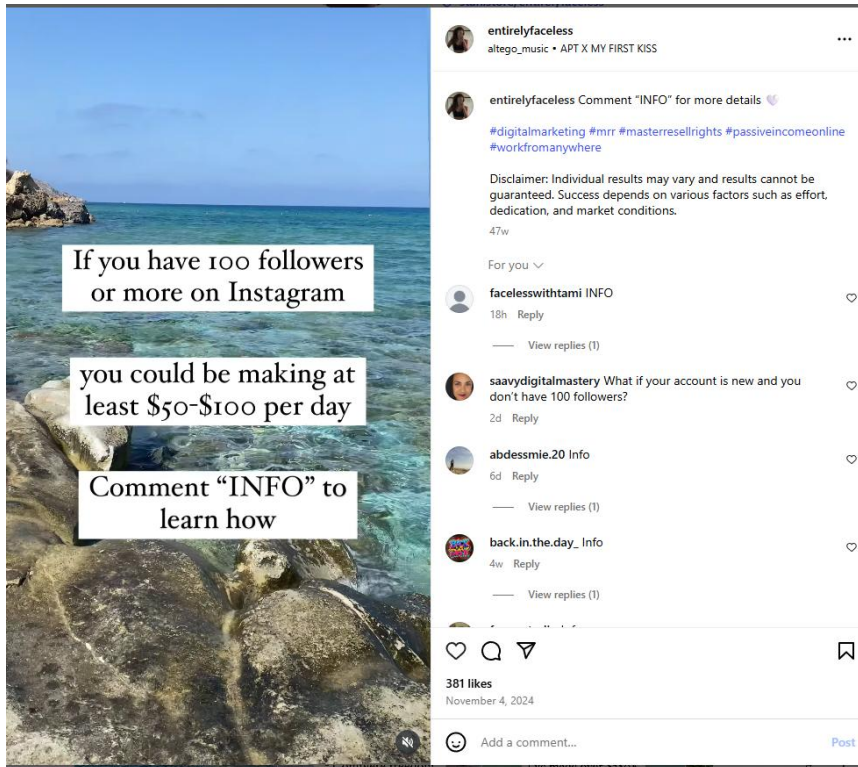
Example A — Authority + Outcome + CTA



Structure:

- 1) Intro (“Hi, I’m Dani... 24 years old”).
- 2) Outcome (“over \$300K”).
- 3) Timeframe (“10 months ago I started...”).
- 4) CTA (“Comment ‘INFO’”).

Example B — Low-Barrier Invite + CTA



Structure:

- 1) Threshold (“If you have 100 followers...”).
- 2) Promise (“\$50–\$100 per day”).
- 3) CTA (“Comment ‘INFO’ to learn how”).

Step-by-Step: Build Your Faceless System

1. One niche you can start with is digital marketing side hustle as I shared in the previous example. I will also explain how you can monetize this with affiliate offer that pays you 30-65% recurring
2. Optional but strongly recommended - Create a simple opt-in: 1-page landing page + email marketing.
3. Plan the content recipe: daily 1-3 7–15s Reels with scenic footage + text.
4. Script each video: Hook → Credibility → Tease → CTA.
5. Reply via DM: thank them, send the opt-in link.
6. Email follow-up: 5-email sequence.
7. Iterate weekly: track comments, opt-ins, and sales.

Swipeable Scripts (Text Overlays)

- Outcome + Timeframe: “I started this faceless account 10 months ago. It’s now made \$300K+. Comment ‘INFO’.”

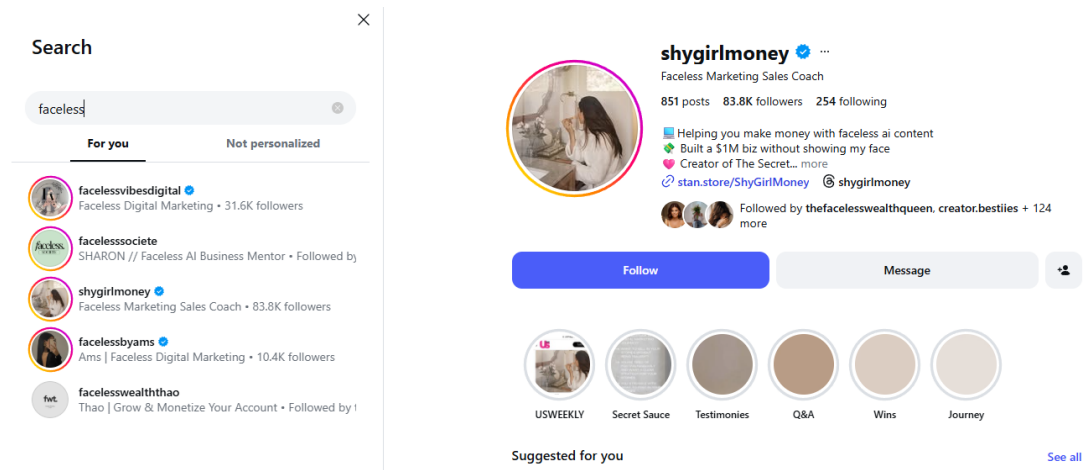
- Qualification + Promise: “Have 100+ followers? You could be making \$50–\$100/day. Comment ‘INFO’.”
- Myth-bust: “You don’t need to show your face to sell digital products. Comment ‘INFO’.”
- Process tease: “The 3-slide post that turns strangers into buyers. Comment ‘INFO’.”
- Before/After: “Before: posting daily with no sales. After: 1 simple reel + email system. Comment ‘INFO’.”

#2 – Step by step instructions on how to create viral content without reinventing the wheel.

Head over to Instagram.

In the search field type

Faceless



Look at those who have huge following.

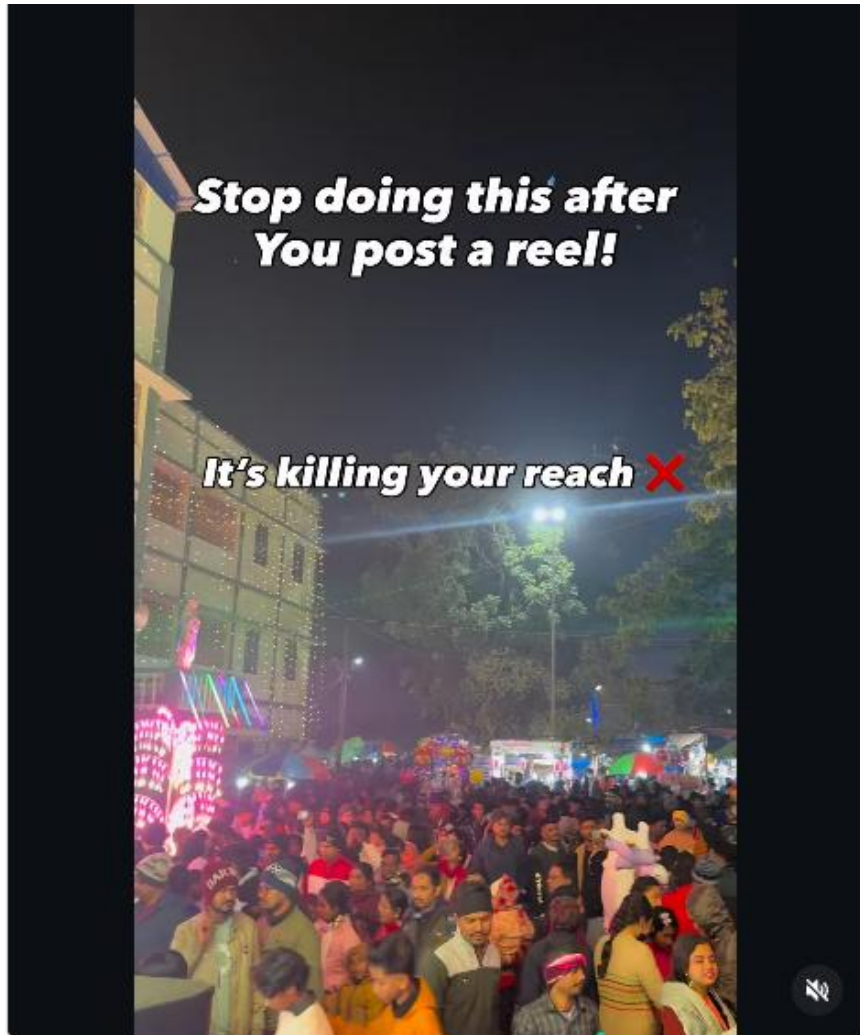
Follow those accounts.

NEXT

Look at the content that has huge engagement for them.

What you are searching for are those that have loads of likes, shares and comments.

Here are the examples:



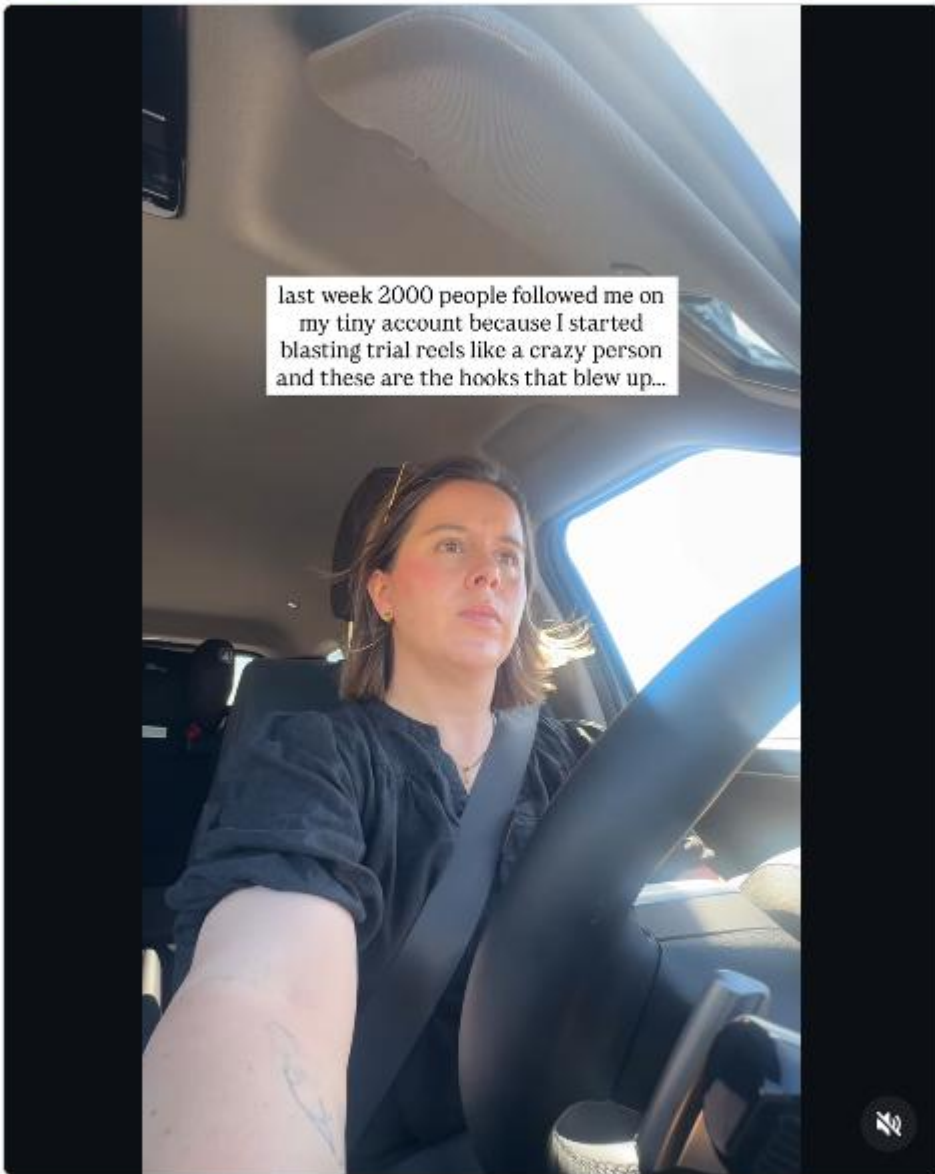
3.8K 86 48

[namrata5856_](#) You could be hurting your Instagram Reel reach without knowing it.... more



livrollings • 2w
Suggested for you

Follow ...



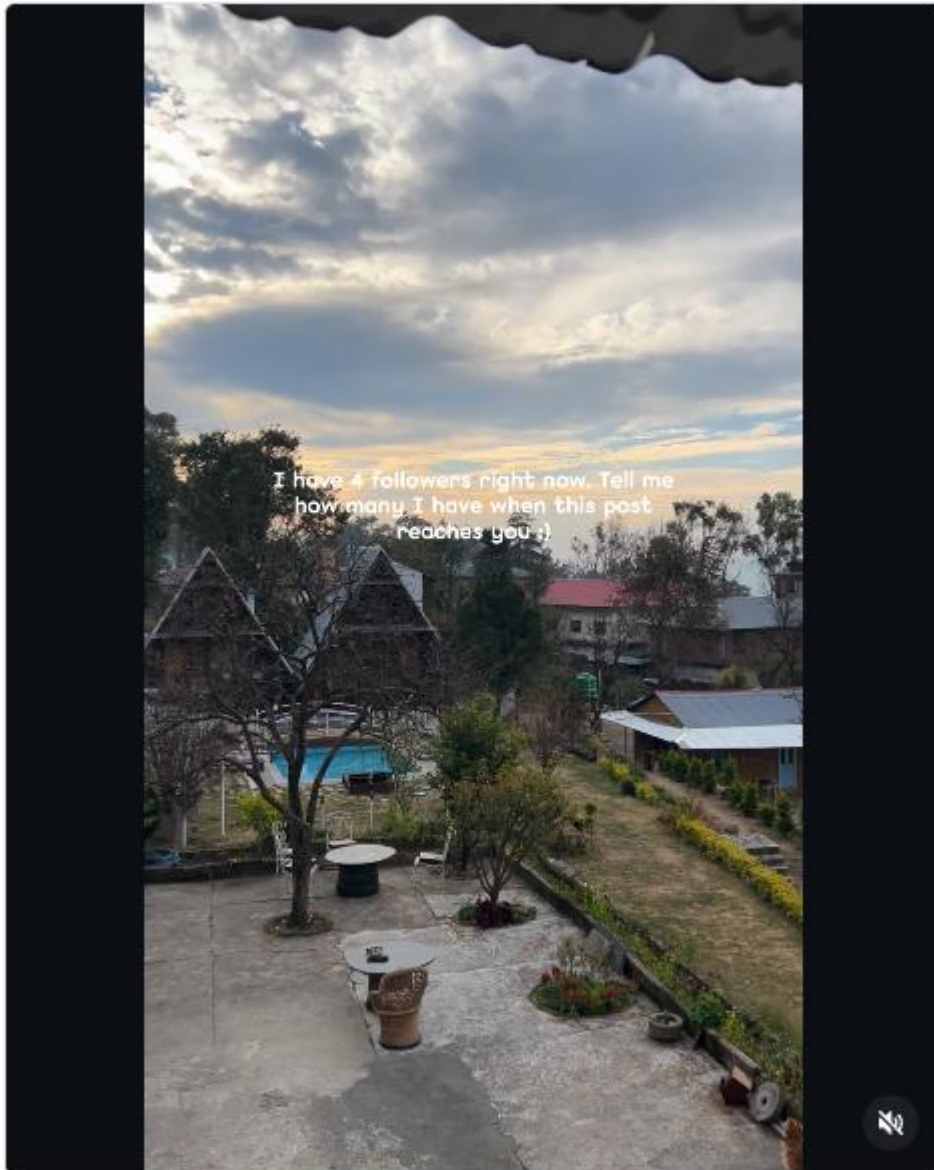
👍 2.1K 💬 1.8K ↻ 14 📌

livrollings I've made 250 trial reels in the last two weeks and these are my top performing hooks! I'll keep adding to this as I try... more



with.ridhima • 4w
rachel.houtteman • Original audio

Follow ...



♡ 4.6K 💬 2.3K ↻ 38 🚩



with.ridhima How many is it?... more

You want to take screenshots of on screen text + description. You will need this for the next step.

NEXT,

Head over to ChatGPT

<https://chatgpt.com/>

Write this.

My name is (NAME) I am creating Faceless Account to sell out digital offers such as courses, DFY content, affiliate tools, for people who want to leave their 9-5 and don't have a lot of time to work on their business.

I will be recommending my own digital offers + offers as an affiliate.

Save this information.

NEXT Prompt.

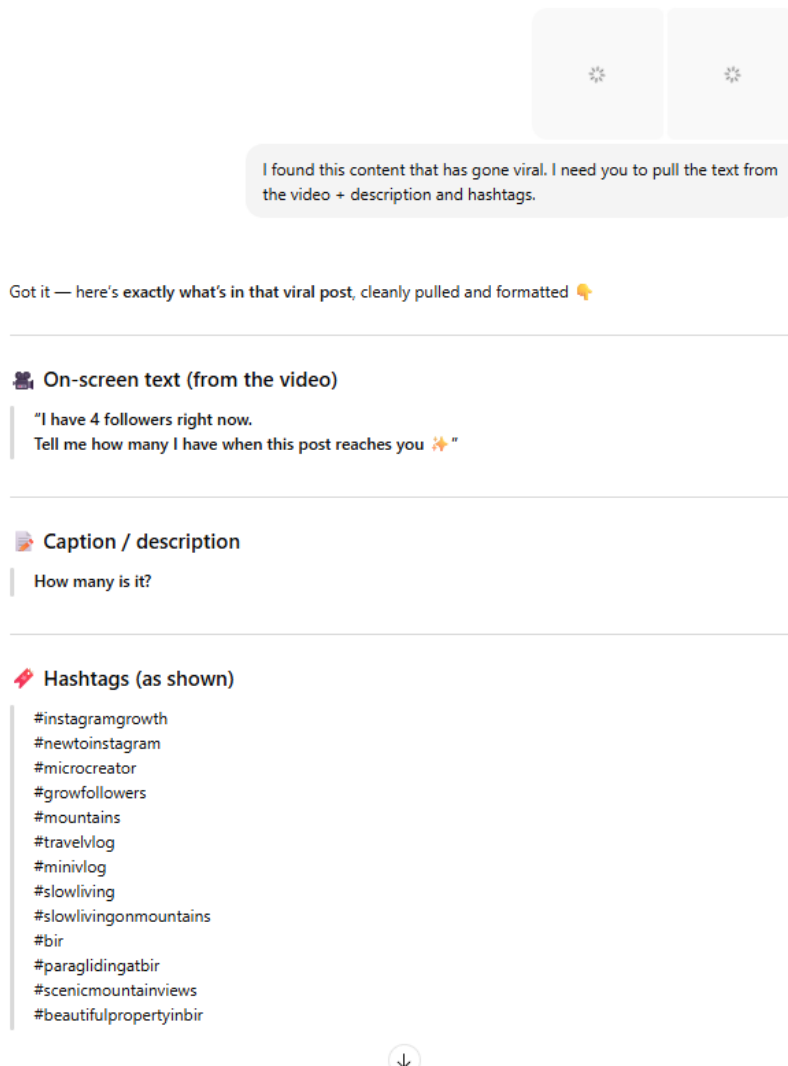
I found this content that has gone viral. I need you to pull the text from the video + description and hashtags.

(after it pulls the text)

Add this prompt:


Now create 10 ORIGINAL versions of text + description based on that text. Make sure it is 100% original.

This is what you should have:




I found this content that has gone viral. I need you to pull the text from the video + description and hashtags.


Got it — here's exactly what's in that viral post, cleanly pulled and formatted 📌

 **On-screen text (from the video)**

"I have 4 followers right now.
Tell me how many I have when this post reaches you ✨"

 **Caption / description**

How many is it?

 **Hashtags (as shown)**

- #instagramgrowth
- #newtoinstagram
- #microcreator
- #growfollowers
- #mountains
- #travelvlog
- #minivlog
- #slowliving
- #slowlivingonmountains
- #bir
- #paraglidingatbir
- #scenicmountainviews
- #beautifulpropertyinbir

↓

Now create 10 ORIGINAL versions of text + description based on that text. Make sure it is 100% original.

Perfect. Here are 10 completely original variations — same *mechanism*, zero copying.
Each one includes on-screen text + caption.
All are built for curiosity, comments, and algorithm love 📌

1

On-screen text:

I started posting with almost no one watching.
If this reaches you...
how many people are here now?

Caption:

Be honest — what number do you see? 📌

2

On-screen text:

This account was basically invisible.
Pause for a second...
how many followers does it have now?

Caption:

Curious what the algorithm decided today ✨

3

On-screen text:

Nobody cared when I posted this.
Then somehow...
you're seeing it.

Caption:

So tell me — what's the number now?

4

On-screen text:

I posted this when my reach was tiny.
If you're watching...
how far did it travel?

Caption:

Drop the number below 🍀

5

On-screen text:

I almost didn't post this.
Now it found you.
How many followers are here now?

Caption:

This is wild to watch in real time.

6

On-screen text:

This started with very few people.
Somehow it reached you.
What does the count say now?

Caption:

The internet works in mysterious ways 🍀

7

On-screen text:

When I uploaded this,
my account felt... quiet.
If you're here, how loud is it now?

Caption:

Numbers don't lie 📊

8

On-screen text:

I remember posting this
with almost no traction.
How many are here now?

Caption:

Leave the number — I'm curious.

9

On-screen text:

This post started small.
Then it kept moving.
Where is it now?

Caption:

What follower count do you see?

10

On-screen text:

I hit publish when hardly anyone followed me.
If this reached you...
how far did it go?

Caption:

Comment the number below 🗨️

Hashtags

#instagramgrowth

#newtoinstagram

#microcreator

#growfollowers

NEXT

Head over to <https://www.canva.com>

Select Tiktok Template

Create a design

What would you like to create?

For you

Presentations

Social media

Photo editor

Videos

Print

Docs

Whiteboards

Sheets

Websites

Emails

Quick actions



Magic Animate

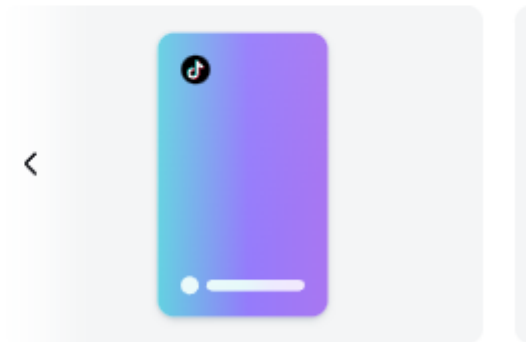


Premium
animations



Vid
Backgr

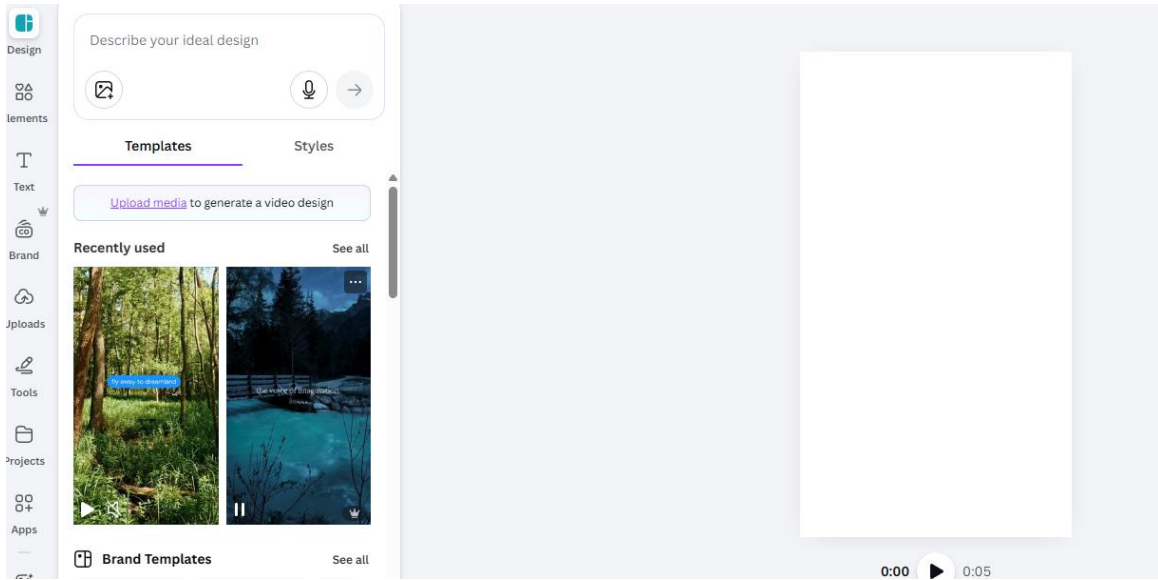
Videos



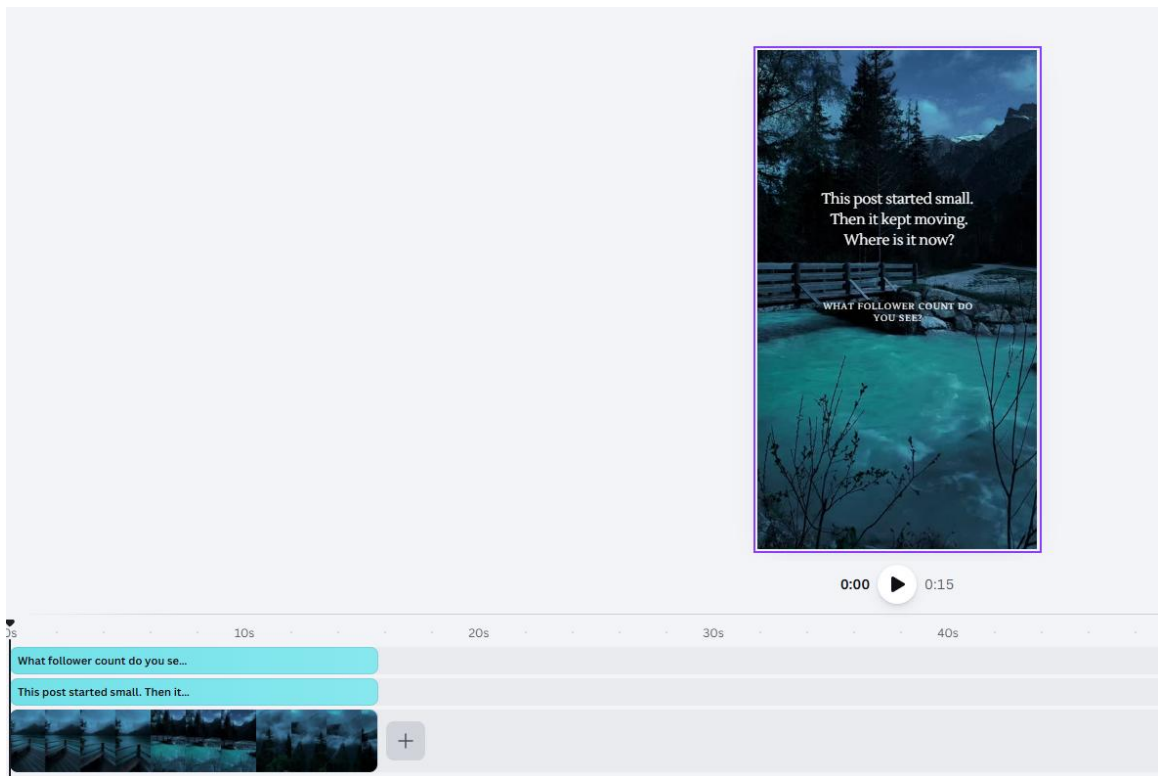
TikTok Video
1080 × 1920 px

Brand Templates

Select the template from the left hand side



Add text to it such as this



Create 10 versions using the text you got from ChatGPT

And upload 1-3 videos per day.

DONE.

#3 – How you can shorten the learning curve and get better results faster.

Super easy right? It sure is.

However, there is one problem I see over and over again.

Most people don't want to search for the content.

Create the content.

And commit to doing this daily to grow their account.

WHY?

Not because you are lazy. Far from it.

The problem is, this requires some time and often life gets in the way.

But not to worry, I have a solution for you.

What if you could get 60 Done-For-You Videos delivered to you every single day?

You get videos.

You get description

You get hashtags.

All you have to do is copy and paste and respond to DM's.

Not only that, you can recommend these to others too and make 65% commission on monthly basis for each customer you send their way.

[Here is the page with details.](#)

It is called The Faceless Digital Transformers.

This product comes with monthly coaching calls.

- ✓ Done For You Videos 60+ per month.
- ✓ 3 methods to make faceless work for you including Instagram, Tiktok, and Facebook.
- ✓ It shows you how to warm up your accounts.
- ✓ How to get to 1K followers in 30 days or less.
- ✓ How to respond to comment for maximum virality.
- ✓ It shows you how to respond to DM's.

All you have to do is download the content. Open the spreadsheet with description + hashtags.

And save those in drafts.

Than you have 2 videos at least to post each day.

That is it.

Shorten your learning curve and get this off the ground.

[Get all the details here.](#)

If you have any questions, do not hesitate to contact me.

Ivana

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