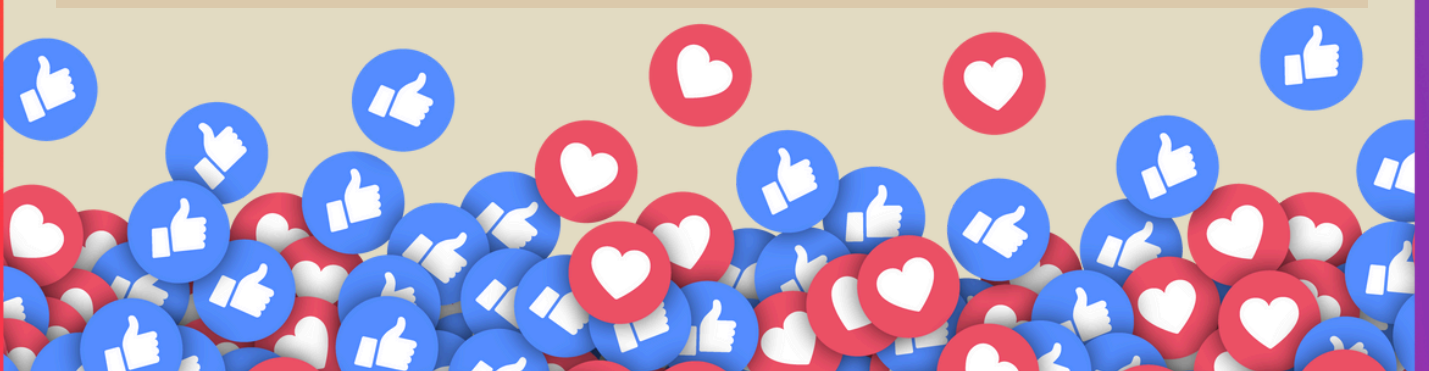




FACELESS INSTAGRAM SECRETS

A step-by-step guide to easily create content without showing your face.





HELLO CREATOR,

I am super excited you are here!

My name is Terry Thompson and I am passionate about helping thought leaders, authors, entrepreneurs, and content creators build your business.

Nothing brings me more joy than to see you achieve success, which is why I created this done for you guide showing you how to create a faceless Instagram page that will increase your visibility, engagement, and sales.

The digital marketing industry is growing rapidly and it is NOT slowing down anytime soon. I have been able to increase influence and impact on the lives of everyone I serve through the power of creating digital products, consulting, and marketing services. I have been able to help people just like you build, grow, and scale your business to include working with some of the biggest names in the entrepreneur space like Evan Carmichael, Jim West, multiple New York Times/USA Today, and International Best Selling authors worldwide.

In this guide, you will discover the secrets to creating and growing a faceless Instagram page so you can increase the visibility of your online business, engagement, and sales to your products or services without ever showing your face.

Here's to your success !!!

Sincerely,

Terry

CONNECT WITH TERRY THOMPSON ON SOCIAL MEDIA



<https://www.instagram.com/terrywadethompson/>



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<https://www.youtube.com/@terrywadethompson>

THE THREE NICHEs FOR MASSIVE SUCCESS

Choosing the right niche is not complicated, but I see entrepreneurs all over the world trying to dig super deep into over the top specifics of people they try to solve a problem for; and that is the **WRONG** way to go about it.

Remember, your niche is the problem you solve, not the person you solve the problem for; and that is why most entrepreneurs fail.

There are literally only 3 “evergreen” niches that if you stay within these categories, you will be successful and they are **health, wealth, and relationships**.

However, keep in mind these 3 niches are completely saturated.

So, how do you distinguish yourself from everyone else?

The answer lies in the content that you deliver, and you don't even have to show your face to deliver quality content.

You see, most entrepreneurs “hide” the secrets instead of giving them away and force you into buying mediocre at best products or services.

This is where you come in to save the day with your knowledge, skills, and experience that will help people get an immediate result or at least take someone from point A to point B.

You don't have to take someone from 300 lbs to competition stage ready with your product or service. You only need to help them lose the first 10 pounds. (This is just an example, of course)

As you are helping people take action and get results, be sure to capture testimonials along the way for social proof.

Assignment: Write down ALL the problems you can solve and conduct research of problems people are having and how you would solve them.

This will become your product or service list.



CONSISTENCY IN QUALITY CONTENT

Creating quality content on Instagram is the key.

Posting regularly not only keeps your followers interested but also ensures that Instagram's system notices you. It's like maintaining your online business smoothly.

Find and use great pictures and videos related to what you share. Get them from free photo sites or ask permission for user-made content. Always credit the original creators and post at least once a day, but twice a day is better.

Check when your followers are most active using Instagram Insights and post at those times for more engagement. Once Instagram sees that your audience is engaging, then the platform will push your content out to non-followers.

MONETIZATION IDEAS TO GET PAID

Making money online is easy and there are many different ways that you can create a highly profitable faceless page highlighting either your own products or services to include those that others create. Here are a few ideas to monetise your Instagram page.

AFFILIATE MARKETING

Partner with brands or companies that offer products or services relevant to your niche. Promote these products on your page and earn a commission for every sale made through your unique affiliate link. Choose affiliate programs that align with your brand values and are likely to resonate with your audience. Transparency is key, so always disclose affiliate relationships to your followers

SPONSORED POSTS

Once you've built a substantial following, brands may approach you (or you can approach them) for sponsored posts. Create high-quality, engaging posts that feature the brand's product or service. Always negotiate terms clearly. Know your worth and don't undersell yourself. Make sure to follow Instagram's guidelines for sponsored content.

SELLING DIGITAL PRODUCTS OR SERVICES

Create and sell digital products like ebooks, courses, printables, or done for you type products that are relevant to your niche. Use your Instagram page as a marketing channel to direct followers to your online store or landing page. Offer freebies or discounts to your Instagram followers to incentive purchases. This not only boosts sales but also strengthens community loyalty.

PROMOTING YOUR PRODUCTS ON INSTAGRAM

When promoting your products on Instagram, you must remember that it primarily serves as a platform for nurturing relationships before it becomes a conversion platform. This implies that your audience is more interested in getting to know you as a person. Therefore, it's beneficial to infuse your unique personality into your content, even without showing your face.

I advise focusing on Instagram Reels while maintaining a predominantly business-oriented feed. To clarify, avoid posting personal videos, such as those of you and your friends at goofing off or something random, without providing relevant context or linking it to your product or service in some way.

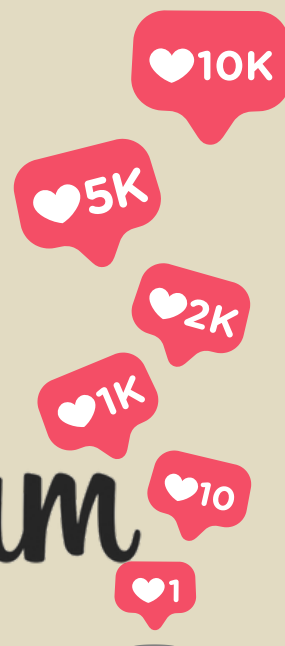
It's generally more appropriate to share personal life updates through your Instagram Stories. Consider your Instagram Reels as a public gathering and your Instagram Stories as your personal space. You're inviting your audience to get to know you on a more personal level through your stories, which can help establish familiarity and trust with your audience.

However, aim to limit your stories to 6-8 per day, prioritizing quality over quantity. Make sure to mention your product or service at least once daily.

It's also advisable to intertwine personal and business elements in both your reels and stories to create engaging narratives. For instance, sharing the story behind why you started creating your own digital products can foster a deeper connection with your audience than merely enumerating the features or benefits of your product. This approach allows your audience to understand the passion and motivation behind your work, making your brand more relatable and authentic.



Instagram



CHOOSING AN APPROPRIATE USERNAME

Selecting an appropriate Instagram username serves as a representation of you or your brand. In other words, it is your digital identity, so choose wisely!

Here are some guidelines to consider:

Relevance: Ensure your username aligns with the content you post. It should be memorable and pertinent to your content.

Consistency: If feasible, maintain uniformity in your username across different social media platforms. This facilitates easy discovery by your audience.

Simplicity: Aim for a username that is straightforward to spell. Complex usernames can be challenging to remember and type.

Uniqueness: Verify that your desired username is not already in use. A unique username helps you distinguish yourself.

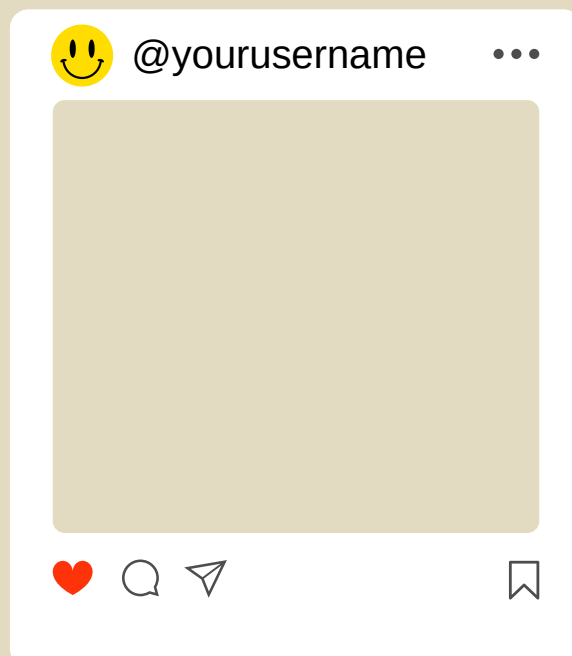
Avoid Numbers and Underscores: Although sometimes necessary, it's preferable to avoid numbers or underscores as they can make usernames less memorable.

Personal Touch: If applicable, incorporate elements of your personality or brand into your username. This enhances relatability.

Length Consideration: While shorter usernames are typically easier to remember and type, don't compromise on relevance or uniqueness.

Pronunciation: If possible, opt for a username that is easy to pronounce. This can aid in word-of-mouth referrals and enhance memorability.

Long-Term Thinking: Select a username that you can commit to long-term. Frequent changes can confuse your followers and make it more difficult for them to locate you.



OPTIMIZING YOUR BIO TO ATTRACT YOUR IDEAL CUSTOMER OR CLIENT

Creating an engaging Instagram bio is easy and it serves as your first impression to attract followers so you can convert them into paying customers.

Here's how you can optimize it:

Define Your Brand: Start by clearly defining who you are and what you do. This helps users understand what they can expect from following your account.

Highlight Your Unique Selling Proposition (USP): What sets you apart from others in your niche? Highlight this in your bio to attract your target audience.

Use Relevant Keywords: Incorporate keywords related to your brand and industry. This can help users find you when they search for these terms on Instagram. Remember that people are searching for certain keywords so be sure to include them, but do not oversaturate with confusing or too many.

Utilize Emojis: Emojis can add personality to your bio and make it more visually appealing. Use them to break up text and highlight key points.

Include a Call-to-Action (CTA): Encourage users to take a specific action, such as visiting your website, shopping your products, or signing up for a newsletter. If you do not clearly define a call to action, then NO action will be taken at all.

Here's an example of an optimized bio:

Your Name Here | Instagram Marketing Expert

💰 I teach you how to build an online business, even if you're a beginner
❤️ DFY Digital Products
📁 Download FREE Viral Hook Ideas Guide 📌

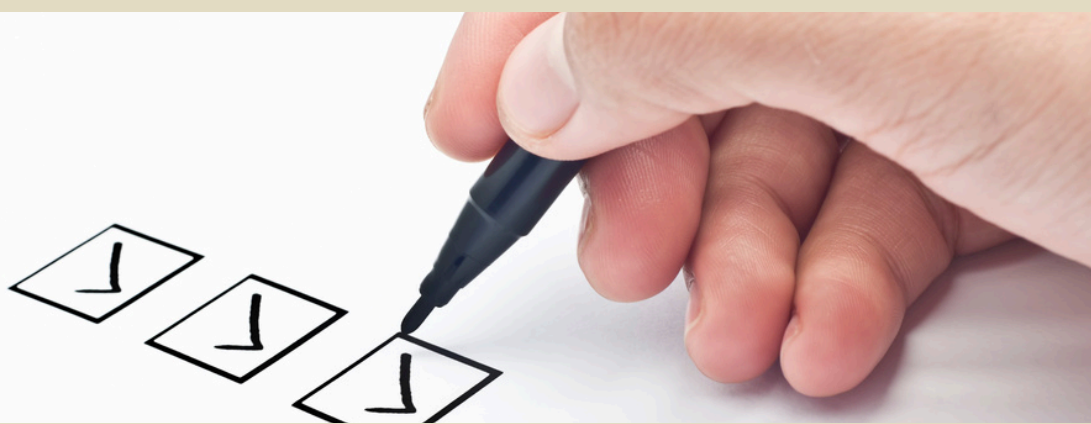
🔗 LINK TO YOUR ONLINE STORE

INSTAGRAM BIO CHECKLIST

Ensure your Instagram bio includes the following elements:

- What is your role:** Clearly articulate your role or profession in your bio.
- Who is your audience:** Explicitly state who your target audience is and how you can help them.
- Conciseness:** Aim for a succinct bio, ideally within four lines, to facilitate quick readability.
- Profile Picture:** Utilize a high-resolution image your audience can connect with.
- Avoid Using Hashtags:** Refrain from using hashtags in your bio to maintain professionalism.
- Story Activity:** Regularly update your stories to provide a genuine glimpse into your life or business.
- Link or Call-to-Action (CTA):** Incorporate a relevant link or CTA in your bio to guide your audience towards a specific action.
- Informative Highlights:** Feature 3-5 highlights on your profile that provide essential information about your brand or business.
- Consistent Branding:** Ensure branding remains consistent across all posts to establish a cohesive visual identity.
- Business-Related Posts:** Maintain a minimum of nine posts related to your business to showcase your work or products.
- Pinned Posts:** Highlight three significant posts on your feed to draw attention to key content.
- Keyword-Rich Name:** Opt for a name that is rich in keywords relevant to your niche to improve discoverability.
- Niche Definition:** Clearly define your niche in your bio to attract a targeted audience.

Remember, your Instagram bio serves as the digital storefront of your brand, so make it count!



REELS ARE THE BEST WAY TO INCREASE YOUR VISIBILITY, ENGAGEMENT, AND SALES

Instagram Reels have emerged as a powerful tool for increasing visibility, engagement, and sales. They offer a dynamic and interactive way to reach a broader audience, as Instagram's algorithm often prioritizes Reels, thereby increasing the chances of your content being discovered.

The short, engaging format of Reels encourages users to interact with your content, boosting engagement rates. This interaction, in turn, signals to Instagram that your content is valuable, leading to further promotion across the platform.

Moreover, Reels provide an excellent opportunity to showcase your products or services in a creative and appealing manner, which can drive sales. By incorporating a strong call-to-action, you can guide viewers towards making a purchase.

Therefore, creating Instagram Reels is not just about staying relevant in the ever-evolving social media landscape, but also about leveraging these changes to grow your business effectively.

Here is a checklist to help you create reels:

- Aspect Ratio:** Have you ensured that your content is uploaded with a 9:16 aspect ratio? This is crucial to ensure that your content occupies the entire screen without any distortion. For optimal results, it is recommended to film directly within the Instagram application.
- Quality of Upload:** Have you checked if your Reel is uploaded at the highest possible quality? To do this, navigate to your Profile, then proceed to Settings and Privacy > Media Quality, and ensure that the "Upload at Highest Quality" option is toggled on.
- Text Overlay:** Is the text overlay in your content both readable and confined within the yellow frame? It's important to ensure that the text is large enough to be easily read, but not so large that it extends off the screen. Ideally, position your text to the left of the engagement icons to prevent any cutoff.



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- ☑ **Featuring Aesthetic Footage:** Are you incorporating aesthetic footage in your content? Utilizing visually appealing and high-quality footage can significantly enhance the overall look and feel of your Reel. This could be a beautiful landscape, a well-designed room, or a visually striking object.

Remember, the footage should not only be pleasing to the eye but also relevant to the content of your Reel. It's important to ensure that the footage is filmed in good lighting conditions and is in focus to maintain the quality.

Experiment with different angles and perspectives to add a unique touch to your footage. This technique can effectively engage and captivate your audience, making your content more memorable and shareable.

- ☑ **Aim and Call to Action (CTA):** Does your Reel have a specific aim or objective, accompanied by a clear call to action (CTA)?

Whether your goal is to gain more followers, increase engagement (through comments, shares, or saves), boost sales, drive attendance to a free webinar, gain more email subscribers, or enhance story views, it's important to be explicit.

Always provide clear instructions to your audience on the next steps they should take.

- ☑ **Initial Hook:** Have you ensured that the initial 3 seconds of your Reel are attention-grabbing, with a compelling "hook" for your ideal customer?

Utilize bright colors and easy-to-read, high-contrast elements like black and white. Incorporate movement in the camera, whether it's your face or stock video.

Experimenting with different angles and motions can significantly enhance engagement.

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- ☑ **Purposeful Content:** Does your Reel serve a meaningful purpose by educating, inspiring, motivating, or engaging your audience? It's essential to ensure that each Reel has a clear and authentic objective.

This could range from educating your audience about your product or service, offering a new tip or insight, sharing a personal story or experience, or inspiring them in various areas such as online money-making strategies.

- ☑ **Design and Objective:** Is your Reel specifically designed to educate, inspire, motivate, or engage your audience? Each Reel should have a clear purpose that aligns with your overall content strategy.

This could involve educating your audience about your product or service, sharing valuable tips or insights, narrating a personal story or journey, or inspiring them in specific areas such as generating income online.

- ☑ **Conciseness:** Is your Reel concise and straight to the point? Given the short attention spans of most social media users, ensure that your Reel is succinct, eliminating any unnecessary details.

Focus on placing the most informative content in the caption rather than the video itself. In general, shorter videos with less text (unless it's a tutorial) tend to perform better and engage more effectively with the audience.



BONUS TIPS

Hooks: The first few seconds of your content are crucial in capturing your audience's attention. A compelling hook can intrigue your audience and encourage them to watch the entire video. This could be a surprising fact, a thought-provoking question, or a bold statement related to your content.

Captions: Captions are not just descriptions of your content; they are an opportunity to engage with your audience. A well-crafted caption can evoke emotions, provoke thoughts, or inspire actions. Use captions to provide context, share your thoughts, or ask questions to your audience.

Consistency: Consistency in posting is key to building and maintaining an engaged audience. Regularly posting content keeps your audience interested and coming back for more. It also signals to the algorithm that your account is active, which can boost your visibility on the platform.

Trending Audio: Leveraging trending audio tracks in your content can significantly increase your reach. These tracks often come with a ready audience that's interested in content set to that particular audio. It's a great way to get your content in front of new audiences.

Hashtags & Keywords: Using relevant hashtags and keywords in your captions can help your content get discovered by users interested in those topics. Be strategic with your hashtag use - don't just use popular ones, but also those that are specific to your content and audience.

Engaging with Comments After a Post: Responding to comments on your post not only builds relationships with your audience but also boosts your engagement. It shows your audience that you value their input and encourages further interaction.

Engaging with Larger Accounts: Engaging with posts from larger accounts in your niche can increase your visibility. Leaving thoughtful comments on their posts can get you noticed by their audience and the account itself, potentially leading to collaborations or shoutouts.

Encourage Engagement on Your Content: Encourage your audience to interact with your content by asking them to like, comment, share, or save your post. You can do this in your caption or directly in your video. This not only boosts your engagement but also makes your audience feel more involved in your content creation process.



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Collaborations: Collaborating with other creators or brands can significantly boost your engagement and reach. Collaborations expose your content to a new audience, increasing your visibility and potentially gaining you new followers. When choosing a collaborator, consider their audience and how it aligns with your own. A successful collaboration should be beneficial for both parties, providing value to both sets of audiences.

Pin Your Comment: Enhance user interaction and visibility by prioritizing your own comment immediately following the publication of a Reel. This action serves as an indicator of engagement to the algorithm, thereby augmenting the probability of connecting with new potential followers.

It is advisable to prioritize comments that stimulate engagement or introduce a fresh call-to-action. For instance, “Feel free to direct message me for any queries!” or “Visit my Stories for an exclusive discount!” are effective strategies.

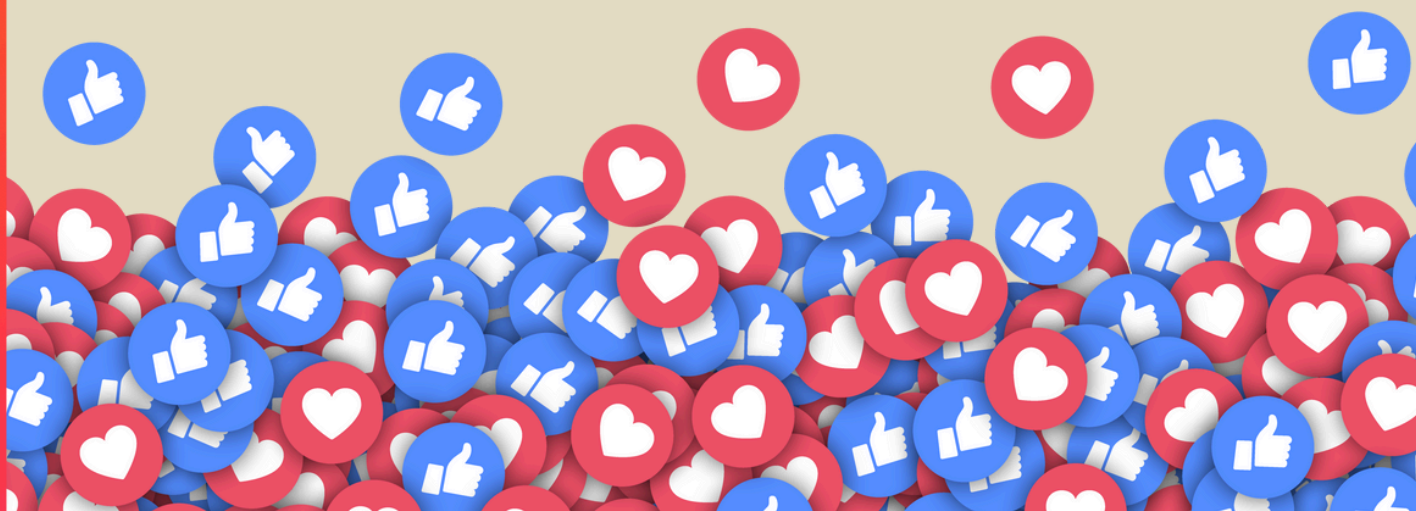
This approach not only fosters a sense of community but also directs your audience towards further engaging content. Remember, the goal is to create a dynamic and interactive space for your followers.

Stories: Ensure you are adding content to stories every day. This keeps your profile visible and allows you to provide details calls to action with relevant links.

Selection of Instagram Account Type: For individuals engaged in digital marketing or numerous online activities, it is recommended to choose the Creator Account type over the Individual or Business account.

Although Business accounts offer a more comprehensive analytics suite, Creator accounts grant a higher degree of liberty in utilizing trending audio. This flexibility can be a significant advantage in creating engaging content and building a vibrant online presence.

Remember, the choice of account type can greatly influence your social media strategy and growth trajectory.



30 INSTAGRAM POST IDEAS

Introduction Post: Share a picture of yourself or your team and introduce yourself to your followers. This helps to humanize your brand and build a connection with your audience.

Behind-the-Scenes: Show your followers what goes on behind the scenes of your business. This could be your workspace, your creative process, or even a day in your life.

Product Showcase: Highlight one of your products or services. Share its features, benefits, and why it's unique.

Customer Testimonial: Share a testimonial from a satisfied customer. This builds trust and credibility for your brand.

Inspirational Quote: Share a quote that aligns with your brand values. This can inspire your followers and show what your brand stands for.

Tutorial/How-To: Share a tutorial or how-to guide related to your product or industry. This provides value to your followers and positions you as an expert in your field.

Industry News: Share a piece of news or a trend in your industry. This shows that you're up-to-date and engaged with your industry.

Challenge/Contest: Launch a challenge or contest to engage your followers. This can increase engagement and reach.

Personal Story: Share a personal story related to your business. This can make your brand more relatable and build a deeper connection with your followers.

FAQ Post: Answer a frequently asked question about your business. This can provide value to your followers and save you time in responding to individual messages.

Collaboration/Shoutout: Collaborate with another brand or give a shoutout to another account. This can help you reach a new audience.

Product Teaser: Share a teaser of a new product or service you're about to launch. This builds anticipation and excitement among your followers.

Employee Spotlight: Highlight one of your employees. This humanizes your brand and shows your company culture.

Poll/Question: Post a poll or ask a question to engage your followers. This can provide valuable insights about your audience.

Throwback Post: Share a throwback post. This can show your brand's journey and growth.

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Infographic: Share an infographic related to your industry. This provides value to your followers in a visually appealing way.

Event Announcement: Announce an upcoming event. This can increase attendance and engagement.

Live Video Announcement: Announce an upcoming live video. This can increase viewership and engagement.

Blog Post Promotion: Promote a recent blog post. This can drive traffic to your website.

Milestone Celebration: Celebrate a milestone for your business. This shows your progress and success.

User-Generated Content: Share a post from one of your followers. This encourages more user-generated content and shows appreciation for your community.

Expert Tip: Share a tip or hack related to your industry. This positions you as an expert and provides value to your followers.

Holiday Post: Celebrate a holiday that aligns with your brand. This can humanize your brand and engage your followers.

Sneak Peek: Share a sneak peek of something you're working on. This builds anticipation and excitement.

Charity/Cause Support: Share a charity or cause that your business supports. This shows your brand values and can resonate with your followers.

Fun Fact: Share a fun fact related to your industry. This can engage your followers and provide value in a fun way.

Before/After: Share a before and after showcasing the impact of your product or service. This can show the value and effectiveness of what you offer.

Customer Spotlight: Highlight a customer and their story. This can build a sense of community and show the impact of your product or service.

Freebie/Giveaway: Host a giveaway or offer a freebie. This can increase engagement and reach.

Thank You Post: Thank your followers for their support. This shows appreciation for your community and can strengthen your relationship with your followers.

