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THE
ULTIMATE
Faceless
MARKETING PLAYBOOK



Welcome

TO THE ULTIMATE FACELESS MARKETING PLAYBOOK

Do you want to get started in digital marketing but don't want to show your face online? You're not alone! This is a worry that many people have, but I'm here to tell you that you don't have to be in front of the camera to succeed in the digital world. Whether you're an introvert, value your privacy, or prefer to work behind the scenes, this handbook is your ultimate source to thriving as a faceless digital marketer.

In this faceless digital marketing Guide, you find ALL the tips, tricks, and strategies to consistently gain followers and generate sales as a **NEW** faceless marketer!

Before we dive into this Faceless Guide, we want to share the number one thing that has helped us stay motivated and keep pushing forward throughout our journey!

MINDSET. We listen to mindset and manifestation podcasts daily to stay positive, stay focused on our end goal (not our current reality), and stay in control of our thoughts.

First, we want you to reflect on your WHY. Then, we want you to come up with some goals you want to achieve with your digital marketing business.

This is so important because you attract what you believe and thoughts ultimately create your reality. As Gandhi once said, “Your beliefs become your thoughts, your thoughts become your words, your words become your actions, your actions become your habits, your habits become your values, and your values become your destiny”.

When you go through this guide and implement these strategies, we want you to know that everyone’s journey is different. What we also know is that you can achieve ANYTHING you want in your life as long as you BELIEVE in yourself, keep going, and never give up!

Throughout this guide, you’ll find valuable guidance, professional insights, and actionable strategies that can help you succeed as a digital marketer without compromising your privacy. The options are endless as your journey to making limitless income begins here.

Now that you’re prepared to step foot into the digital world without revealing your face, let’s get started and discover the secrets to becoming a successful faceless digital marketer and business owner.

As always, we are here to support and guide you throughout your journey! You can do it!

Link to your template for 100% Private Resell Rights.

[https://www.canva.com/design/DAGCy09cLOU/NU
D5w09Wvn5K_KrN8be-hg/view?
utm_content=DAGCy09cLOU&utm_campaign=desig
nshare&utm_medium=link&utm_source=publishsha
relink&mode=preview](https://www.canva.com/design/DAGCy09cLOU/NU
D5w09Wvn5K_KrN8be-hg/view?
utm_content=DAGCy09cLOU&utm_campaign=desig
nshare&utm_medium=link&utm_source=publishsha
relink&mode=preview)

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A person wearing a wide-brimmed hat and a long coat stands with their back to the camera, looking out over a vast archaeological site. The site is filled with ancient stone ruins, including a prominent structure with several tall columns. The scene is dimly lit, suggesting dusk or dawn. The text 'CHAPTER 1' is overlaid in a large, white, outlined font, with 'The Basics' written in a white cursive script below it.

C H A P T E R 1
The Basics

UNDERSTANDING DIGITAL MARKETING

The term "digital marketing" refers to a wide range of strategies and techniques used to promote products, services, or information on digital platforms. Websites, search engines, social media platforms, email, etc. are some of these avenues. Whether it's a purchase, sign-up, or content interaction, the objective is to establish a connection with a target audience, engage them, and encourage particular actions such as making a purchase or signing up for a newsletter.

Your goal as a faceless digital marketer remains the same: to build meaningful connections with your audience, sell digital products, help people in your niche solve problems, grow your business, and achieve time/financial freedom!

The one distinction is that you won't be revealing your face on camera!



DEFINING FACELESS DIGITAL MARKETING

In the context of digital marketing, the term "faceless" typically refers to a marketing strategy or campaign that deliberately avoids putting a human face or personal identity front and center.

This can be seen in various aspects of digital marketing, including branding, content creation, and social media!

Here are a few ways "faceless" might be interpreted in digital marketing:

Anonymous Branding: Faceless marketing could be interpreted as an approach where the brand remains anonymous or is represented without showcasing the faces behind it. This can create a sense of intrigue and focus attention on the brand itself.

Content-Centric Strategy: Another interpretation is a content-centric strategy, emphasizing the value and message delivered rather than personal appearances. It allows creators to concentrate on creating engaging and valuable content without the need for an on-camera presence.

ADVANTAGES OF FACELESS MARKETING

Adopting a faceless approach, which typically refers to conducting activities or business without revealing the identity of individuals involved, can have various advantages in different contexts.

Here are some potential benefits...

1. **Behind-the-Scenes Charm:** Connect with your audience, showcase expertise, and share valuable content without the need for on-camera appearances. This is perfect for those who are introverted, shy and thrive in more private settings.
2. **Privacy and Security:** Faceless digital marketing allows you to maintain a level of privacy and control over your personal life, reducing the risk of unwanted attention or potential security issues.
3. **Focus on Content:** Without the need to appear on camera, you can channel your energy into creating high-quality content, developing your unique voice, and delivering valuable information to your audience.
4. **Less Time-Consuming:** Faceless marketing can be less time-consuming, as you can focus on content creation without the need for elaborate setups, filming, or editing.
5. **Reduced Performance Pressure:** For those uncomfortable in front of the camera, faceless marketing removes the pressure to perform, allowing you to express yourself in a way that feels authentic and comfortable.
6. **Flexibility and Adaptability:** Without the constraints of personal appearances, you have more flexibility to experiment with different content formats, styles, and strategies to find what resonates best with your audience.
7. **Ease of Scalability:** Faceless marketing can be easier to scale as you grow your business. It allows you to delegate tasks without being the face of every aspect, making it simpler to expand and maintain consistency.
8. **Allows for Rebranding:** If you decide to rebrand or shift your focus, faceless marketing provides the flexibility to make changes without a significant overhaul, ensuring a smoother transition for your audience.

A person wearing a teal jacket is seen from behind, with their arms raised and hands clasped together. The background is a soft, warm sunset or sunrise over a field. The text is overlaid on the image.

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CHAPTER 2

Identify Your Niche

NICHE SPECIALIZATION

Specialization in a certain niche is one of the keys to success in digital marketing. Selecting a niche enables you to tailor your content and establish a relationship with an audience that shares similar interests. Having a niche makes you an invaluable resource within that community. Your niche should be specific!

For example, our niche is wealth - we help people make money online, particularly those who are introverted and not comfortable being in front of the camera. we want people to know that ANYONE can succeed. You don't have to be outgoing to be successful in the digital world!



HOW TO PICK YOUR NICHE

Here is a step-by-step guide to help you select the perfect niche:

Step 1: Identify Your Interests and Passion

Start by listing your hobbies, interests, and passions. Select a niche that genuinely excites you and aligns with your expertise. Your enthusiasm will come through in your content and engagement.

Step 2: Evaluate Market Demand

Explore Instagram to discover popular niches with engaged communities. Look for areas where there is a demand for content and a substantial audience.

Look for keywords, hashtags, and trends related to your niche. Are people actively searching for and engaging with content in that area?

Keep in mind that you don't have to choose the most popular niche – sometimes, a smaller, passionate audience can be just as valuable. You also want to ensure it aligns with your interests.



HOW TO PICK YOUR NICHE

Step 3: Consider Your Expertise

Assess your knowledge and skills. If you have expertise in a certain area, it can set you apart and help you create valuable and authoritative content.

Step 4: Target Audience Analysis

Define your target audience. Consider their demographics, interests, preferences, and pain points. Your niche should cater to a specific group of people who will find your content valuable.

Step 5: Differentiation

Determine what will make your page unique. How will you stand out from existing accounts in your niche? Finding a unique angle or perspective can help you attract followers.

Step 6: Passion and Consistency

Ensure that you'll be passionate about your chosen niche in the long run. Consistency is key on Instagram, and maintaining enthusiasm for your niche will help you stay committed.



HOW TO PICK YOUR NICHE

Step 8: Scalability and Monetization

Consider whether your chosen niche offers opportunities for growth and potential monetization. Will there be brands interested in collaborations or products/services you could offer?

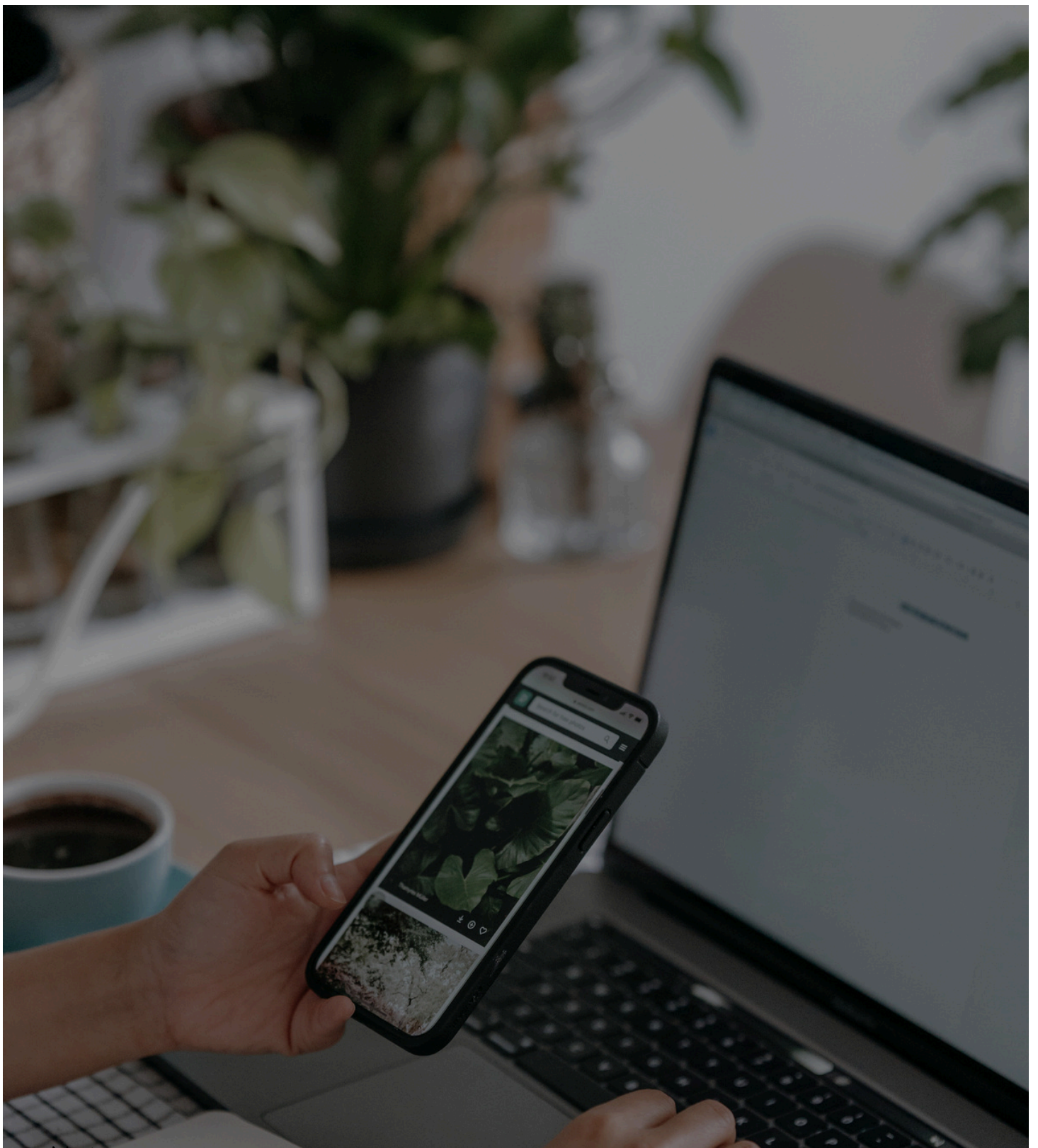
Niche Examples:

- HEALTH & WELLNESS
- WEALTH
- TRAVEL
- BEAUTY & SKINCARE
- BUSINESS & ENTREPRENEURSHIP
- PARENTING & FAMILY
- FASHION
- COOKING
- PET CARE & TRAINING
- MANIFESTATION

HOW TO PICK YOUR NICHE

Remember that finding your niche is a process that may evolve over time. It's important to strike a balance between what you're passionate about and what can meet market needs and provide value. Be open to learning and adaptation as you explore and develop your niche.

Use the worksheets provided to help find your niche.



Finding Your Niche Worksheet

Brainstorm your interests, skills, and expertise.

Write your answer here...

Research popular topics within those areas and identify gaps or underserved niches.

Write your answer here...

Define your target audience by considering demographics, interests, and needs.

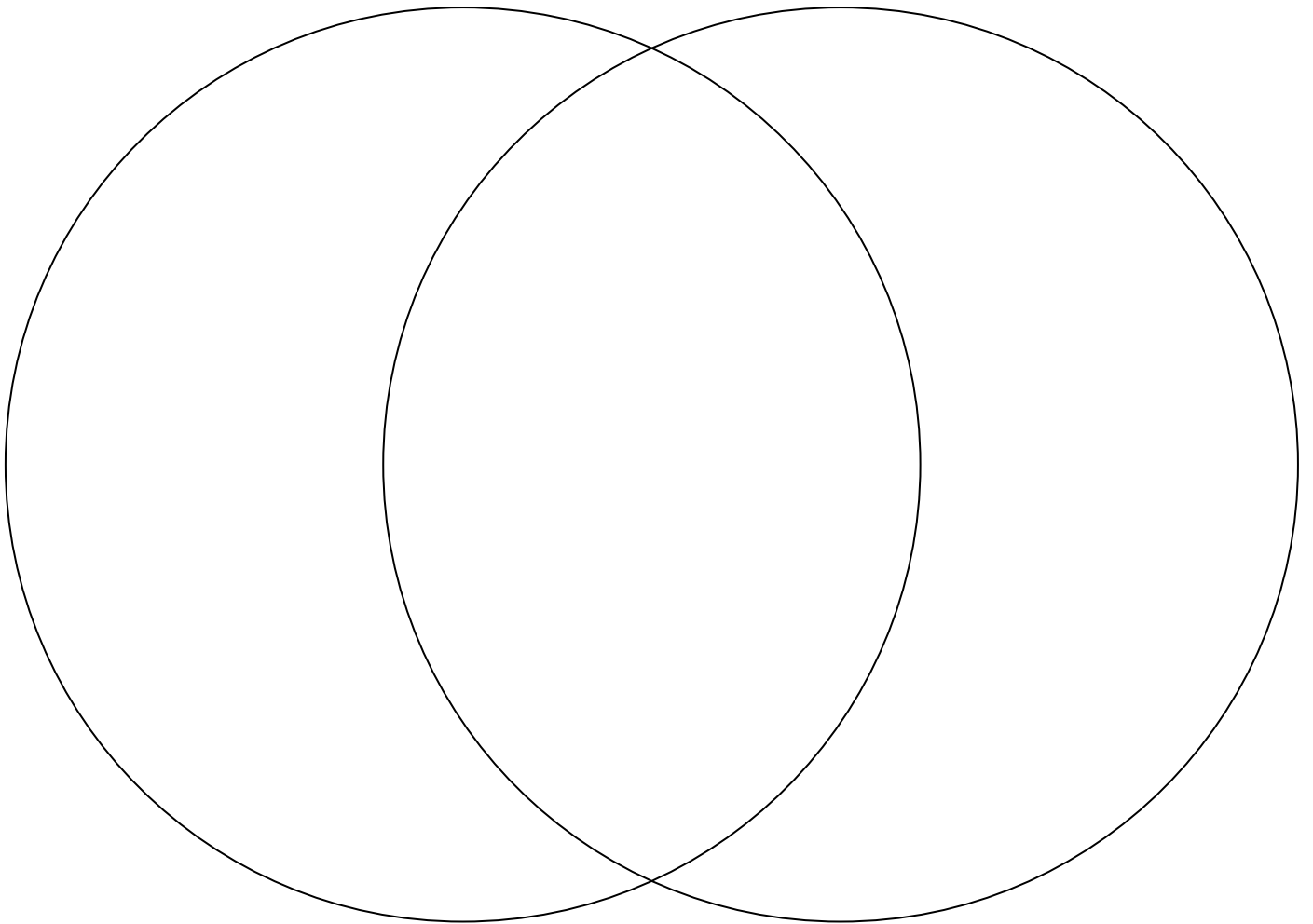
Are they male or female?	
How old are they?	
Single? Married? Kids?	
What do they do for work?	
Where do they live?	
What worries do they have?	
What are they frustrated with?	
What are their values in life?	
Why will they want to visit your site?	

Finding Your Niche

Create a venn diagram or list to find the intersection between your passions and your audience's interests.

Your Passions

Audience's Interests



Notes:

YOUR NICHE IDEAS

Your niche ideas go here...

Notes:



C **HAPTER 3**

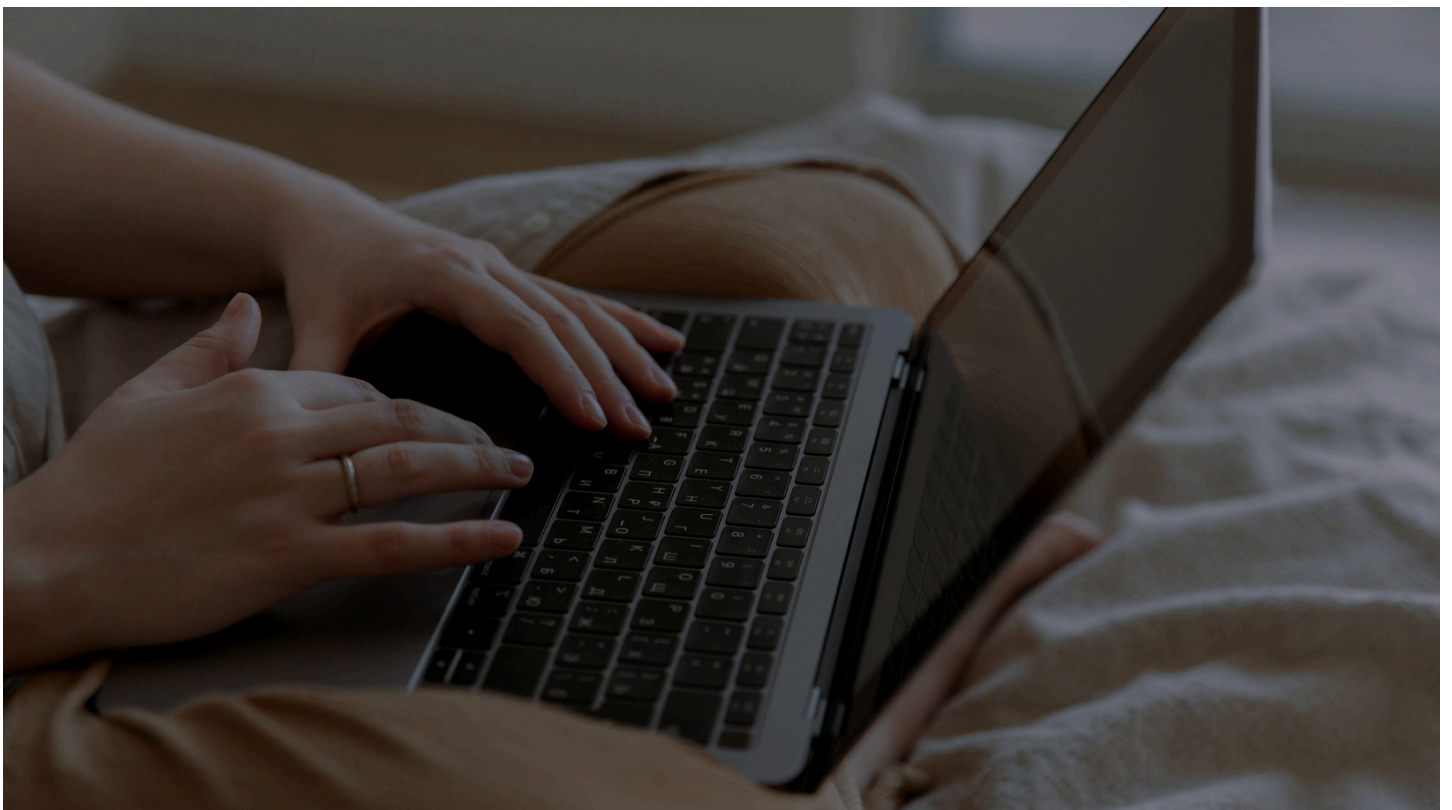
*Establish Your
Brand*

BUILDING YOUR BRAND IDENTITY

Your brand identity is your digital persona, and it plays a crucial role in building trust and recognition among your audience. While you may choose not to reveal your face, your brand identity will serve as your online identity.

How to build a strong brand identity:

1. **Choose a Memorable Username/Name:** Select one that reflects your niche, is professional, and is easy to remember.
2. **Create a Logo:** A well-designed and professional logo can become a recognizable symbol of your brand.
3. **Define Your Voice:** Develop a unique brand voice that reflects your personality and resonates with your audience. Whether it's humorous, educational, motivational, or conversational, consistency in tone is key.
4. **Consistent Colors and Visuals:** Use a consistent color palette, fonts, and imagery across your social platforms. You want your brand to be recognizable.



BUILDING YOUR BRAND IDENTITY

Everything on your account should flow together to reflect your branding. This also helps with the trust factor and will help people become familiar with you more quickly.

For example, we like to keep all of our content with a monochromatic color palette throughout everything we post on our feed. It is important to remain consistent with your branding because this will help separate your account and make it more memorable.

You may also choose a few emojis that reflect your personality and brand and stick with those in your captions or bio! Emojis can look messy when overused, but they can help speak to your brand when used correctly!

With these foundational elements in place, you're ready to embark on your journey as a faceless digital marketer!





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CHAPTER 4

Optimize Your Account

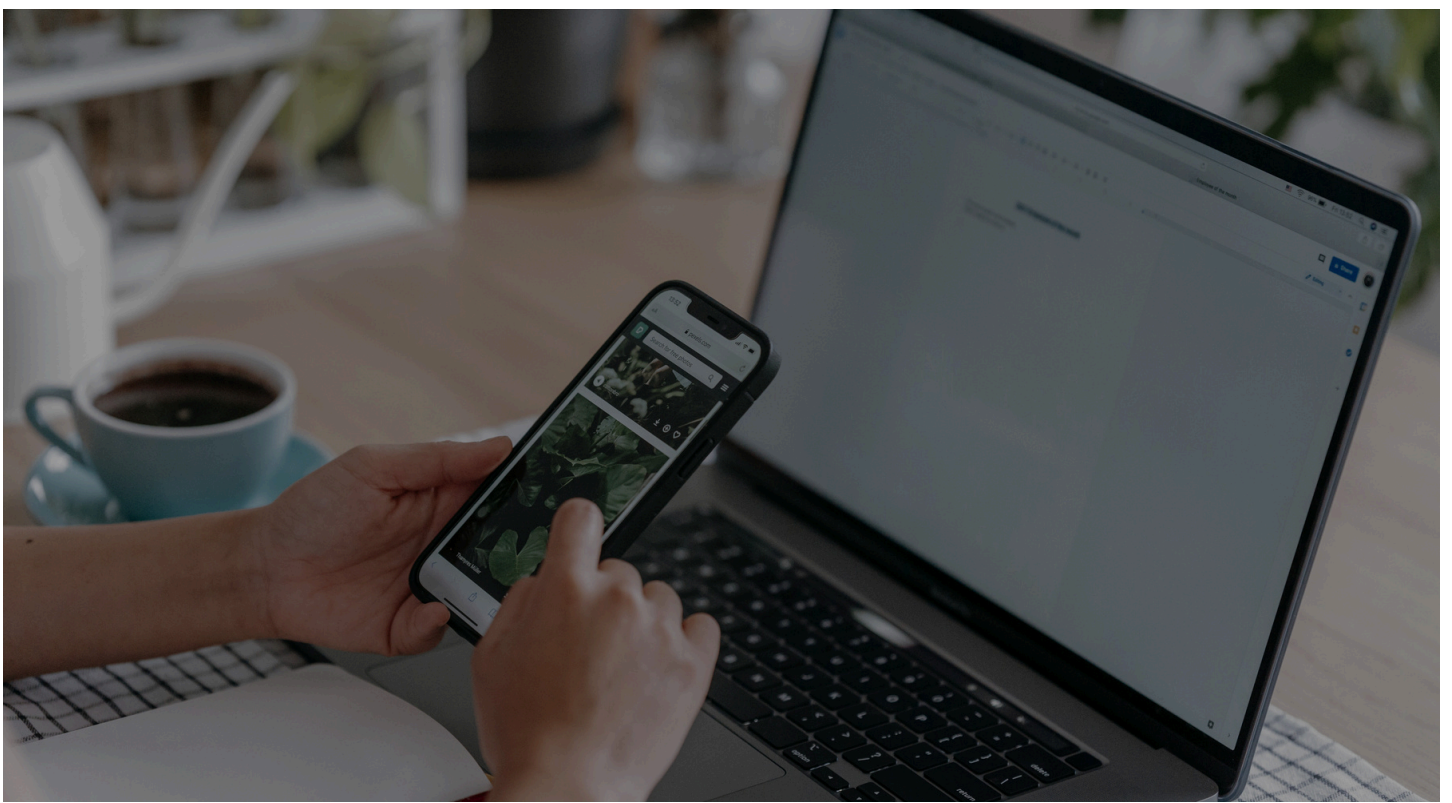
NEW OR OLD ACCOUNT?

"Should we use our current account or should we create a new account?" is a common question when launching something new.

I started a new account because your BUSINESS account should be ALL business if you want to train the IG algorithm effectively and have your content pushed out to the right audience. You DO NOT want to post or engage with say cooking content AND making money online. It will confuse the algorithm and in turn, you won't be found by people who are looking for what you have to offer.

Do keep in mind when choosing a strategy that it takes time to grow your business either way. Just because you start with a following of people who know, like, and trust you doesn't necessarily mean success is right around the corner. You will still have to work at it daily and be consistent with your efforts.

Also, you can create a new account and NOT connect your number or email (this way you won't come up as a suggested friend to people you know OR you CAN connect this so your contacts can find you - however you want to do it).



NEW OR OLD ACCOUNT?

CURRENT ACCOUNT

Pros:

- Already having followers who know, like, and trust you. You may have people jump in and purchase your product right away (and it may surprise you!).
- Authenticity and a personal touch.
- Easier to manage one account.

Cons:

- May not align with your business brand.
- Potential privacy concerns.
- Depending on what you were promoting before, it may not make sense to your followers and can also confuse the algorithm as to WHO they should show your content to.

NEW ACCOUNT

Pros:

- Brand-focused from the start.
- Easier to target a specific audience and tell the algorithm who to show your content to.
- Less of a chance you'll be unfollowed by a ton of people because you will be posting exactly what they followed you to see!

Cons:

- Takes time to build a following and build TRUST with your followers.
- May not have as quick of a success story (keep in mind you're in it for the long game!).
- Requires additional effort to grow.

OPTIMIZE YOUR ACCOUNT

Whether you're choosing to convert your current account or you're choosing to create a brand new account, you need to optimize it to make sure people know what you stand for and what you can do for them.

CHOOSE A USERNAME AND PROFILE PICTURE

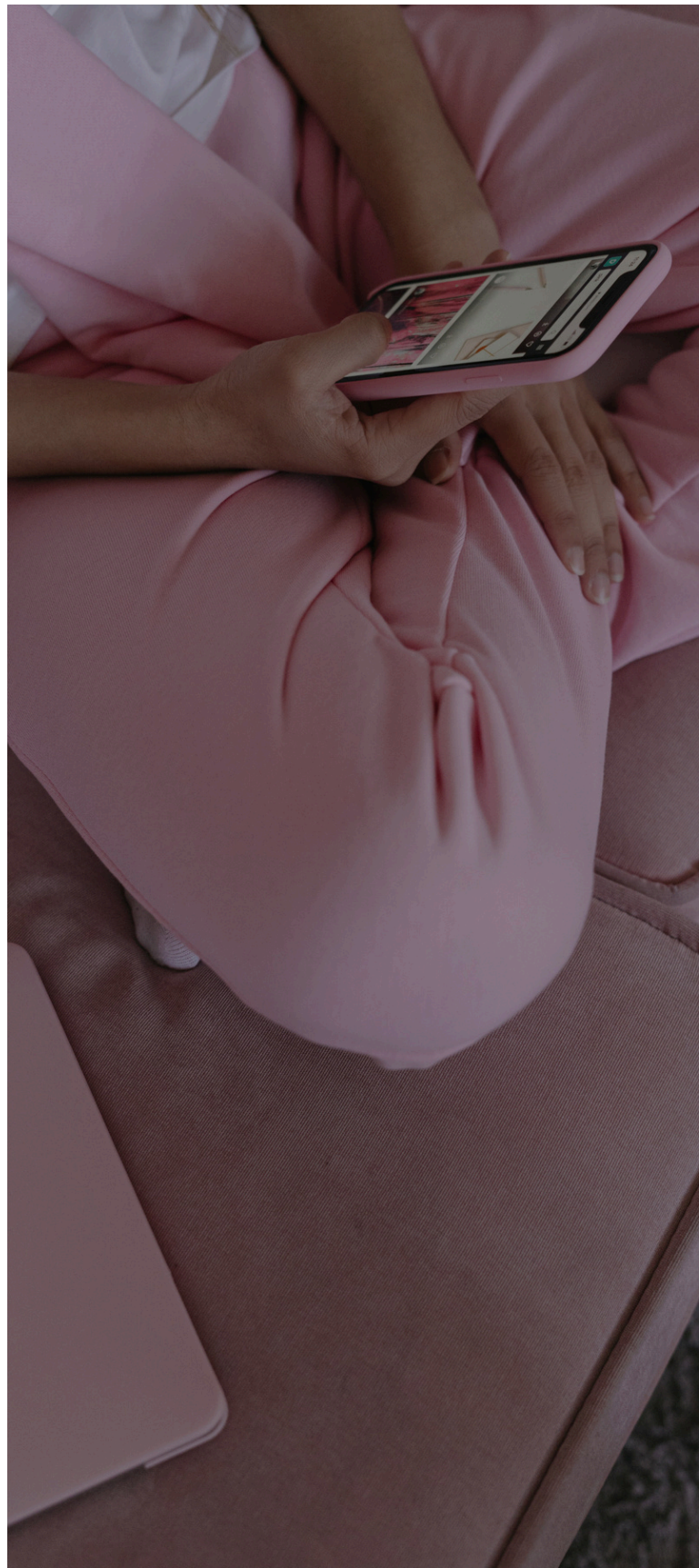
Ensure to choose a username that reflects your brand or business name and is easy to remember.

Use a recognizable profile picture, like your beautiful face, or if you have a faceless account like we do, your logo!

Canva is the best tool for beginners. They have many logo templates available for you to choose from or you can create your own.

YOUR BIO

Your bio should clearly communicate what you do, who you help, and how you help them.



OPTIMIZE YOUR ACCOUNT

Immediately upon glancing at your bio, your audience should know what you can offer them. Whether it's an opportunity to build a business, Instagram growth strategies/tips, helpful guides for busy moms, a podcast, a YouTube channel, etc. - whatever your product is, your audience should know how it can help them at the first glance at your bio.

Your bio should also include a call to action and a link to your website with all your offers.

YOUR HIGHLIGHTS

Story highlights help you organize and categorize your past stories into specific themes or topics. This makes it easier for your audience to find and access the content they are interested in.

- Keep them up to date.
- Don't use too many.
- Provide value, value, value.
- Keep them relevant to your target audience's needs.



CHAPTER 5
Content Strategy

CONTENT STRATEGY

A content strategy is a well-defined plan that outlines how you will create, curate, and share content on the platform to achieve specific goals.

It encompasses the types of content you'll produce, the themes you'll focus on, the frequency of posting, and the ways you'll engage with your audience.

An effective content strategy helps guide your actions, maintain consistency, and align your efforts with your broader objectives.

It is imperative to create valuable content for your digital marketing business! It is the content that educates, entertains, or offers a solution to a problem for your target audience.



CONTENT STRATEGY

Let's dig a little deeper into how to create an effective content strategy.

1. **Define Your Goals:** Clearly outline your objectives for Instagram growth. Whether it's increasing brand awareness, driving website traffic, or boosting sales, your goals will shape your content strategy.

2. **Audience Insights:** Thoroughly understand your target audience's preferences, pain points, and aspirations. For example, do people want to earn more money, are people struggling with their relationship, or do new parents need parenting advice? Your content and digital products should offer solutions, tips, or insights related to your niche. You want to be the go-to resource for valuable information!

3. **Identify Content Pillars:** Establish key content pillars that reflect your brand's core values, expertise, and offerings. These pillars will serve as the foundation of your content strategy.



TYPES OF CONTENT

As a faceless digital marketer, you have a variety of content formats you can use. Feel free to use a variety of different types of content! Here are some examples:

1. Written Content: High-quality, professional, and informative social media posts and ebooks can establish you as an authority in your niche.

2. Visual Content: Infographics, images, and slideshows can convey information in a visually engaging way.

3. Video Content: Create videos or reels using animations, screen recordings, or other visuals to share insights. We like to use minimalistic and simple visuals! This is our favorite marketing strategy!

4. Audio Content: Voiceovers and audio recordings can be a great way to reach an audience in a reel. If you are too shy to do voiceovers, you can add music/audio over your videos to make them more engaging!



CONTENT FORMATS

POSTS: Instagram Posts are used best for sharing visually engaging photos, graphics, or something short and sweet like a motivational quote.

CAROUSELS: Carousels on Instagram are a versatile and engaging format that can be used for various purposes.

1. Step-by-Step Tutorials: Carousels are excellent for sharing detailed, step-by-step tutorials. You can break down a complex process into multiple slides.

2. Educational Content: Carousels allow you to provide in-depth information on a specific topic. Use each slide to cover different aspects of the subject.

3. Storytelling: Carousels are perfect for storytelling. You can unfold a narrative across multiple slides.

4. Tips: Share lists, tips, or advice in a carousel format. Each slide can feature a different point, making the content easily scannable and shareable.

In the next chapters, we'll dive into **REELS** and **STORIES**.

INSTAGRAM FEATURES

Cheatsheet

1

Reels are For

Driving traffic to your account and building awareness

2

Stories are For

Selling your offer best place to actually connect with your audience on a deeper level (and sell)

3

Lives are For

Building credibility and trust & educating on a deeper level

4

Highlights are for

Creating a mini commercial for your business that shows the “highlights” of offers & your brand

5

DMs are for

building relationships, networking & sharing links (not cold pitching)

6

Measure and Analyze Your Results

creating conversation and providing high value information, education & can also help increase sales

INSTAGRAM FEATURES

Content Framework



Reels

- increase reach
- quick tips
- how-to content
- fun content



Stories

- increase reach
- cheatsheets
- infographics
- checklists



Carousels

- saveable content
- educational content
- good for engagement
- show expertise



Single Posts

- selling
- behind the scenes
- Q&A content
- build connection



Lives

- establish credibility
- host Q&A Sessions
- deeper education
- connect with audience



Highlights

- introduce yourself
- highlight offers
- testimonials/results
- increase credibility

A close-up, top-down view of a person's hands writing in a notebook. The person is using a black pen to write on a white page. The notebook is open, and the text on the page is written in a cursive script. The background is softly blurred, showing a wooden surface and a glass of water. The overall lighting is warm and natural.

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CHAPTER 6

Reels

REELS, REELS, REELS

REELS: Instagram Reels have emerged as a powerful tool for content creators and businesses to engage their audience through short, creative videos. This is our absolute favorite type of content and what we mainly focus on.

Here is how to create captivating Reels and grow your audience!

1. **Start Strong:** Hook viewers in the first few seconds with an attention-grabbing introduction. Use strong hooks that are going to get viewers to stop and watch!

MAKE PEOPLE WANT TO READ THE CAPTION! Don't put ALL of the tips from the caption ON SCREEN. Either end it randomly so they go searching in the caption or add at the end "see caption".

2. **Trending Audio:** Trending sounds are a MUST for posting reels! You can still gain traction on a Reel without a trending sound, but it's getting harder and harder to do. The algorithm rewards trends, and sounds are the best way to take part in that reward system!

How do you find a trending audio that's ABOUT to go viral?

Look for the arrow pointing upwards at the bottom of any reel! You can click on that arrow and it will take you to the trending sound!

You want to find sounds that have less than 5-10k reels (between 500-1K is even better!).

Look at the comments of the top 4-5 performing reels to see how old the comments are. If they are more than a week old, that sound probably isn't on an upward trend anymore!

Make sure the speed of your audio matches the speed of your video. For example, don't put an upbeat song to a slow-motion reel.

REELS, REELS, REELS

3. **Visual Appeal:** Visual content grabs attention.

Play with visual aesthetics, such as transitions, filters, and text overlays, to make your Reels visually captivating. Experiment with different styles to find what resonates best with your audience.

Invest in:

- **High-quality images:** Use crisp, well-composed images that align with your brand and resonate with your audience.
- **Graphics and videos:** Incorporate engaging graphics, animations, and videos that convey your message effectively.

It is important to maintain consistency in the visuals you create! You want people to see and recognize who posted it without having to see your name.

4. **Engaging Caption:** LONG CAPTIONS are best to keep people on your content longer, which helps the algorithm.

- **Hook in the Beginning:** Capture attention right from the start. Use intriguing questions, impactful statements, or relatable anecdotes to draw readers in. You can see the first line of text in the caption without actually clicking on it, so we recommend something that makes them want to open/expand it!
- **Add Value:** Provide insights, tips, or knowledge relevant to your content. Captions that offer value encourage engagement and interaction.
- **Intriguing Questions:** Pose questions that invite user participation and discussion. Encouraging comments enhances engagement and visibility.
- **Call to Action (CTA):** Include a clear CTA to guide users toward the desired action, whether it's liking, commenting, sharing, or visiting your website.

REELS, REELS, REELS

- **Line Breaks:** Use line breaks to break up the text and make your caption more readable. A well-organized caption is more likely to be engaged with.
- **Strategic Hashtags:** Incorporate relevant hashtags to increase discoverability. Mix popular, niche, and branded hashtags for a balanced approach.
- **Analyze Engagement:** Track metrics like likes, comments, shares, and saves to gauge the effectiveness of your captions. Determine what prompts interaction and continue to include that in your captions.

If you are struggling to make a caption, ChatGPT is your best friend!

Type in all the points you want to get across and ask ChatGPT to write up something for you. Of course, you will need to edit this response to make it sound more personal.



REELS STRATEGIES

You want to focus on how to increase your watch time, which is amazing because you can now track this in your Insights. If the algorithm picks up that you have a longer watch time, it will push out your Reel to more accounts, leading to increased visibility.

HERE ARE SOME STRATEGIES THAT HAVE BEEN WORKING FOR us RECENTLY:

- Use high-resolution images and videos to maintain a professional appearance. Grainy or pixelated visuals can diminish the perceived value of your content.
- The words on your Reels must be CLEAR. If they are hard to read, most people will scroll away.
- Make sure you have consistent branding and that your visuals align with your brand identity. Use consistent colors, fonts, and styles. This fosters brand recognition and trust.
- Maintain a balance between text and visuals. Too much text can be overwhelming, while visuals alone might lack context. Find the right blend. Aim for one to two sentences.
- Keep your audience's attention on your Reel by frequently changing the background to disrupt their attention and keep them hooked.



REELS STRATEGIES

- Use curiosity techniques. Tell them the hook, make the Reel really short, and then include a Call to Action to direct them to your caption (your hook has to be very strong for this to work). This is where you will give them the majority of the information on what you are trying to convey.
- Instead of having your text show up all at once, spread it out, so that it shows up on the screen one after another. Your audience has to wait for all the information before scrolling.
- Make your video look like it flows from the start to the finish so it loops around. Your viewers won't know that they are watching it over and over again as they are hooked on the transition and then reading the information.
- Experiment! Experiment with different visual formats such as carousel posts or short clips.



FACELESS REEL IDEAS

1. Include a series of aesthetically pleasing images and provide overlaying texts. You can look at our page for inspiration!
2. Film your coffee or drink - you can record yourself pouring the drink or walking with it.
3. Film your hands doing something related to your niche - for example, working behind the computer, cooking, etc.
4. Film the view you have where you are - whether it's behind your computer, in the park, at the pool, sitting on a bench, traveling/going on vacation, etc.
5. Film yourself walking away from the camera - you can do this in different environments or doing different activities, even with your kids!



FACELESS PICS/VIDEOS

There are several resources you can go to for your faceless photos and videos! we originally purchased a content library from another faceless digital marketer, but it is no longer available. These are the options we are now starting to use.

1. **Canva:** Canva has some free and paid stock photos and videos that you can download and add to your photos and/or videos!
2. **Social Stocks:** This is another popular places to download aesthetic videos! There is a monthly and yearly subscription for this.
3. **Unsplash:** This is also a great free resource to download stock photos - this website is great because you can search for the types of photos you want and the search engine will provide you with hundreds of options!
4. **PLR Product Vault:** Inside our members area we have a massive supply of Faceless Reel Videos you can use (and even sell as your own!) - and a simple lifetime signup option as well! **[Click Here For A Special Offer!](#)**



A person is seen from behind, sitting at a wooden desk in a room. The wall behind them is decorated with several framed photographs, including cityscapes and a cactus. On the desk, there are several potted plants, a stack of papers, and a laptop. The person is wearing a light-colored, long-sleeved shirt. The overall atmosphere is calm and creative.

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CHAPTER 7

Stories Sell

SELL IN STORIES

If showing up authentically in your Stories daily isn't in your business plan, you're missing out.

Instagram Stories are like the secret weapon in your digital marketing arsenal. They're your direct line to your audience, offering an authentic, unfiltered peek into your world and your brand's personality. This is how your audience will get to know you. They can't see your face, so you might need to get a little more personal so that you can connect with others on a deeper level.

Facts tell, stories sell. You want to be connecting with your audience daily.

What should go in your Stories?

1. Behind-the-scenes (BTS): Share stories of the people behind the brand, the creative process, or the day-to-day operations - this adds authenticity and a human touch. You don't need to show your face, but you can add personal touches by posting a picture of your pets, kids, your lunch, and a picture of your laptop as you work. Little things like this will make you feel more "real" for people who never get to see your face.



SELL IN STORIES

2. Storytelling:

- Personal stories: Relate personal experiences or anecdotes that align with your niche.
- Let your audience know what inspired you to start digital marketing. What were your fears when you started?
- Success stories: Highlight personal success stories related to your products or services.
- Mistakes and failures: Everyone is worried about appearing perfect, but we promise you, sharing the “not so good” will make people connect with you and make them view you as a real person!
- Communicate how your brand has evolved. Highlight growth, lessons learned, and how your brand has adapted to challenges - this demonstrates resilience and progress. This will also help people relate to you more.

3. Product Teasers: Create anticipation by sharing teasers of upcoming product launches, events, or promotions. Use countdown stickers or polls to engage your audience and get them excited about what's coming.





4. Ask Questions!

Encourage engagement and discussions by asking pertinent questions. Engagement is what is going to push your content to the algorithm. The more likes, comments, saves, and time spent on your posts, the better!

Ask thoughtful questions: Pose questions related to your niche or industry to stimulate conversations.

Examples of questions you can ask:

Q) What is your top business or personal goal for this month? Let's cheer each other on!

Q) Share a recent success or milestone you've achieved in your online business.

Q) Share your go-to digital marketing tool! What's one tool you can't live without?

Q) What skill or strategy are you currently learning to level up your online business?

Q) What keeps you motivated when facing challenges in your personal life or business?

Q) What inspired you to step foot into the digital marketing industry?

Q) What type of content would you like to see more of on this page?

Your feedback matters!

Conducting Polls/Using Quizzes: Use polls or quizzes in your Stories to gather opinions or preferences from your audience. What do they want to see more of? What content do they find most helpful?

You can also ask simple questions in your polls such as:

Q) What are your plans this weekend?

Q) How is everyone doing today?



5. Educational Content

Share valuable insights, tips, and how-to guides specific to your niche. You want to position yourself as a knowledgeable resource in your field.

It is also important for people to feel as though you are an authority figure in your niche. You want to be their go-to person for all things related to your niche - remember that!

Here are some examples of educational content:

- Share facts about digital marketing
- Share the average income of a digital marketer
- Explain the high-income skills you have acquired since starting digital marketing
- Share your journey of starting digital marketing
- Talk about your WHY
- Share success stories
- Share some mistakes you have made and what other people should avoid when getting started
- Showcase clips of what's inside the products that you may offer
- Explain what Master Resell Rights is
- Tools you use to create digital products
- Tools you use to create and edit your videos
- Explain the benefits of automation within your business
- Importance of a sales funnel
- Explain the importance of email marketing
- Post tips about how to make good hooks on your reels
- Explain what SEO is and how to optimize it
- Is there support available? Explain the support you will provide with the purchase of your products.
- Who are your products for? Explain your target audience and how it is made for both beginners and people who already have a business.
- Debunk myths: solely to resell, scam, pyramid scheme, oversaturated, get rich quick scheme
- Talk about your opinions when it comes to income claims

6. Contests and Giveaways

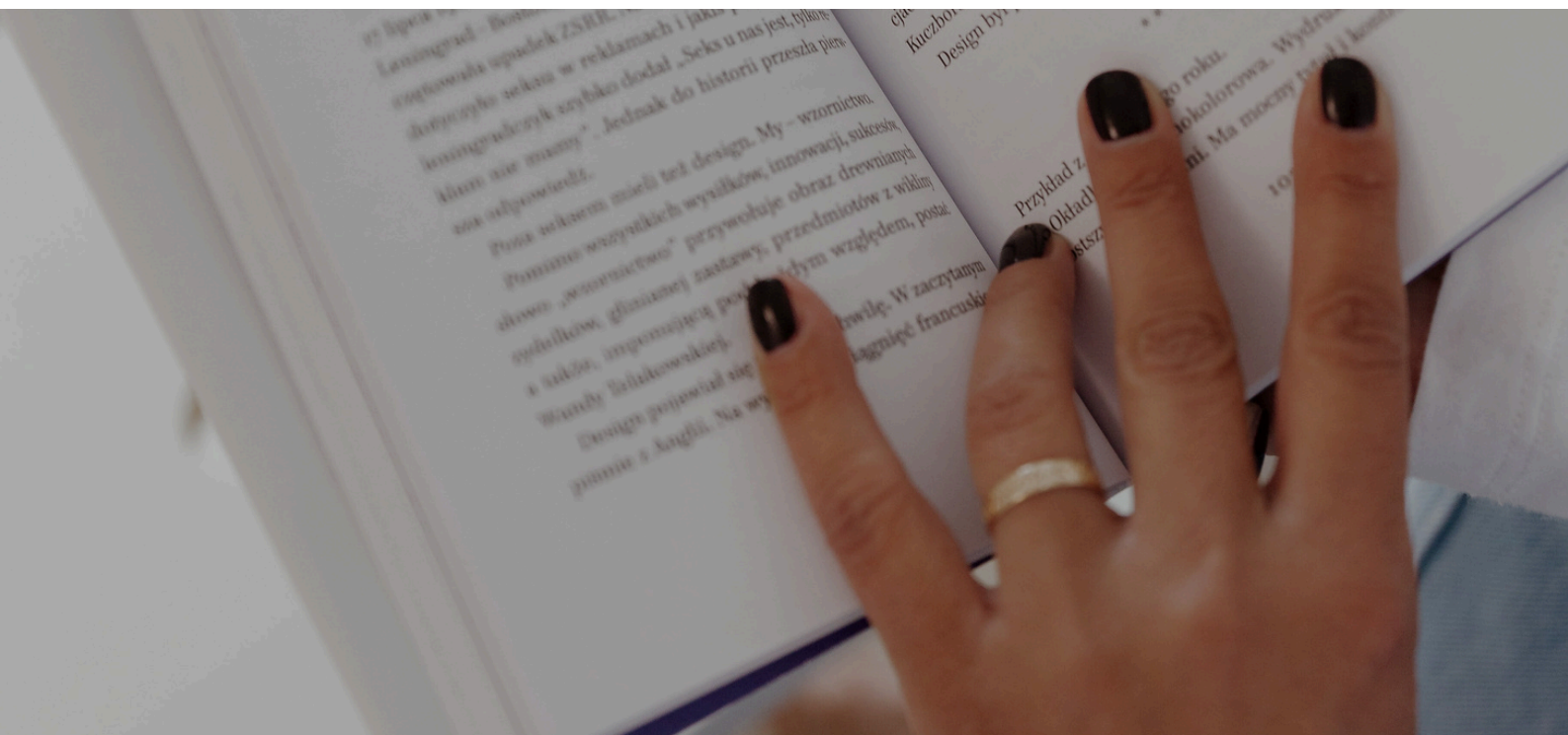
Contests and giveaways can generate excitement and engagement:

- Clear rules: Ensure that your contest or giveaway has clear rules and guidelines
- Valuable prizes: Offer prizes that resonate with your target audience and are relevant to your niche. Prizes could include a free copy of one of your digital products, a one-on-one call with you to go over marketing strategies, etc.

7. User-Generated Content (UGC): Showcase content created by your customers or fans. Share their posts and stories that feature your products or services. Show a screenshot from a customer sharing great feedback! It not only fosters a sense of community but also acts as social proof.

BE CONSISTENT!

Be consistently applying these strategies so you can build a robust presence on your Stories, engage your audience authentically, and achieve your digital marketing goals, all while maintaining your anonymity!



A woman with long dark hair is wearing a black dress with a small, repeating floral pattern in a light brown or tan color. She is holding a large, fluffy bunch of dried, light-colored grasses or reeds. The background is a plain, light grey color. The overall mood is elegant and natural.

CHAPTER 8

*Content That
Converts*

CONTENT THAT CONVERTS

ATTRACTION WITH PROBLEM-SOLVING

This is the content where you'll address pain points, and not just address them, but SOLVE them! Don't just state their pain point...they are aware they have it. They need a solution, and here you come to provide it!

This is where you'll want to take the position of the expert, OR if you aren't an expert YET, let your product be the expert!

For example, if you sell a digital marketing course for beginners, let the COURSE take center stage!

Example: "I didn't know X, but now we do and we learned it from (fill in blank)!"

Your journey will paint a visual proof people need to see and relate to. If you choose to share income earned, share something it's attached to that could tie into people's emotions. For example, your second sale afforded your daughter's martial arts and piano lessons for the month.

STORY TELLING is an emotional journey you take a buyer through. Share your story often, daily if you post 3 reels/day. Even when you've been posting for months, you want to always act as if you are speaking to a NEW follower who has no idea who you are and what you offer. Because if you're growing as fast as you'd want, you would be gaining at least 1 new follower per day.

The accounts that grow the fastest consistently share who they are, how they started, and what their offer has done for them thus far. It WILL feel repetitive to YOU. You may feel "My current followers must be sick of me" but REMEMBER, people need to hear something a million times before they buy.

CONTENT THAT CONVERTS

STORY EXAMPLE 1: “I’m a mom of 2, a former burnt-out corporate employee who was looking for a way to monetize the time we spent on social media. we came across a mom posting about earning a significant income from a course she purchased that offered resell rights. we had ZERO experience selling digital courses or products but after we purchased it, we learned everything we needed to know to begin and succeed! (Insert any wins, sales, things you’ve learned).”

OBJECTION BUSTING

Speak to objections that you are maybe running into in private conversations, or even objections you had yourself. Why did you take however long to jump into digital marketing/products? Create content around that!

“I used to think that to make money in digital marketing, we had to make a fancy course or even have our own digital product. we was SO wrong! we was able to get started in digital marketing by selling a course someone else created and it taught us how to market ANY digital product and make it profitable with automated systems that work for us well after we created it.”



CONTENT THAT CONVERTS

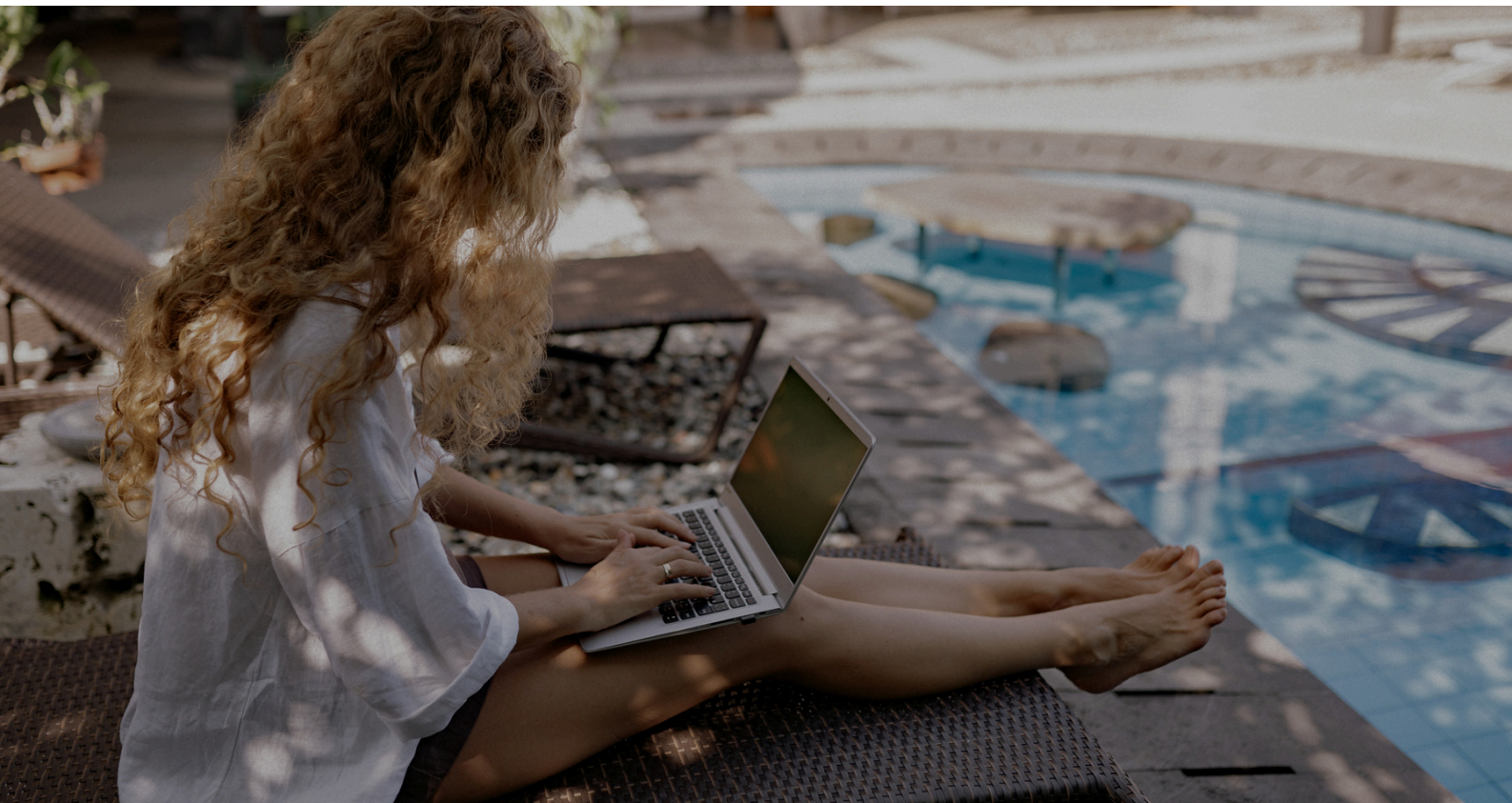
CONVERSION CONTENT

This is the hard-sell content. You only want to post this type of content once a day if you're posting 3x/day or once every 3-4 days if you're posting only once/day.

This is where you can use testimonials from your customers (or others in your community if you don't have any results yet), and even your own results! Social proof converts! Not everyone is a fan of this but we do feel that showing your results and what you have made shows people what's possible. This type of content is what made us jump on board.

You don't have to be an expert, you just have to show that you (or your product) can help someone get from point A to point B.

If you don't have any personal results yet, you are free to use testimonials from the course community (if you are selling a course). These are still real testimonials from real people.





C

CHAPTER 9

Cultivating Community & Growth Strategies

COMMUNITY BUILDING

The foundation of any successful community is content that resonates with your target audience. People want the REAL and AUTHENTIC YOU.

Notice girls aren't as done up with make-up, cute outfits, hair styled, or perfectly cleaned homes. They are recording behind-the-scenes footage of them doing everyday things like playing with their kids, cleaning their homes, organizing, working out, reading, driving, walking their dogs, and just being. What a time to be a content creator haha!

As far as faceless accounts go, this is where it's really important to be authentic and genuine in your posts and interactions. People appreciate and are attracted to REAL. Share your personal experiences, stories, and expertise to connect with your audience on a deeper level.

A well-nurtured community exudes authenticity. When your followers sense that you genuinely care about their interests and needs, they're more likely to trust your recommendations, engage with your content, and even make purchasing decisions based on your suggestions. Trust is the cornerstone of lasting relationships and brand loyalty.



THE POWER OF CONSISTENCY

1. **Top-of-Mind Awareness:** Regular posts keep your brand fresh in your followers' minds. This is crucial in a platform where content is swiftly scrolled through.
2. **Algorithm Favorability:** Instagram's algorithm tends to favor accounts that post consistently. Regular activity signals to the algorithm that your content is relevant and engaging.
3. **Audience Expectations:** Consistency sets expectations. Your followers anticipate your posts and are more likely to engage when they find what they were expecting.
4. **Quality Over Quantity:** While consistency is vital, quality should never be compromised. Strive to deliver valuable, well-crafted content in every post.



TOUCHPOINTS

Most people who aren't seeing growth aren't posting regularly enough or they just haven't been consistent long enough. Experts say it takes 3-5 weeks of consistently posting 3x/day to START seeing growth so DON'T GIVE UP!

It's very important to know that in the past, the general consensus was that it took about 7 "touch points" (aka interactions with your potential customer) to convert them (aka for them to buy your product!).

But now, the number is much higher. More like 100 touchpoints! But have no fear, almost every interaction counts as a touch point whether you realize it's happening or not. Each Story = 1 touch point, each Post or Reel = 1 touch point, each comment/reply interaction = 1 touch point, and so on.

If you're posting 6 intentional Stories per day, that's 180 touchpoints in a month just from your Stories alone! That doesn't even count your Reels or comments. So, it can happen quickly. This is where content becomes key.



DRIVING ENGAGEMENT

Engagement goes beyond likes and comments; it's about creating a two-way dialogue where your audience feels heard, valued, and connected.

Make sure to actively participate in discussions within your niche, like and respond to comments and messages promptly, and engage with your audience's content. Authentic interactions are fundamental for building trust.

This is important especially when you're starting with a faceless brand! You need people to realize that there is a real person behind the screen. Engage with people in your community and interact with people in your target audience/ideal customer!

Anytime you interact with a post, you tell the algorithm to show you more of THAT kind of content. So be very intentional about what kind of content you're interacting with most often. DO NOT combine your hobbies/interests with BUSINESS when engaging with accounts on your BUSINESS ACCOUNT. You will confuse the algorithm and it won't push your content to your ideal customer.

Liking and supporting a bunch of other people in your niche? That's what you will start to see the most of (this can work both FOR and AGAINST you). Balance here is key.

Here are some strategies to help drive engagement.

STEP 1 Ask 2-3 questions on your Stories with polls around the topic that your post is related to so that your audience becomes invested and activated (or help them to identify that they have a problem).

STEP 2 Tease them and let them know that if they voted you are dropping a post on the grid real soon that will help them to solve (INSERT PAIN POINT).

DRIVING ENGAGEMENT

STEP 3 Reply or like all comments on your previous post. This will have a notification pop up on their phones and they might click on your profile afterward and see your new post.

STEP 4 Once you have posted, share your post to your Stories with a hook on the story slide too. Example...If you struggle with losing weight... **YOU NEED TO READ THE CAPTION!**

STEP 5 Ask for engagement in your captions with a simple statement that requires a response.

STEP 6 Interact with other accounts in your niche. You can do this by liking and commenting on their posts by showing your support.

HASHTAGS

Hashtags are important because they help expand your reach. Hashtags categorize your content, making it easier for users interested in similar topics to find your posts through searches and explore pages. Properly chosen hashtags can lead to increased likes, comments, and shares as users discover your content and engage with it.

Here is how you can maximize their effectiveness:

- 1. Research:** Identify relevant and trending hashtags within your niche using tools like Hashtagify or native platform search functions.
- 2. Create Branded Hashtags:** Develop unique branded hashtags that resonate with your audience and encourage everyone to use them in their posts.
- 3. Mix and Match:** Use a combination of popular, trending, and niche-specific hashtags to broaden your reach while staying connected to your niche.

COLLABORATIONS

Collaborations with peers, influencers, or complementary businesses can be beneficial. Consider:

Shoutouts: Partner with others for shoutouts or mentions in each other's posts. The digital marketing/MRR community in general is quite supportive!

Collaborative Content: Co-create content or participate in joint campaigns.

Cross-Promotions: Share each other's content to introduce your audience to new perspectives.

Instagram is a social media app. That's literally the point of the app...to be social! Use it to network with people. It's a two-way street and Instagram WILL reward you for traveling it.



GROWTH STRATEGIES

More eyes on our posts = more sales = more impact.

A good strategy for growth is to aim for...

2-3 REELS PER DAY

Two Reels per day are ideal for account growth. Make sure you are speaking to your audience, though. Don't just put up content just to post. If you feel compelled to do that, it's best just not to post at all until you DO have something of value to post! we noticed a HUGE increase in engagement when we started speaking directly to our target audience and started adding value.

6-10 STORIES PER DAY

Your stories should be intentional, and only about 6-10 slides long each day. we don't know about you, but when we see one thousand little dashes across the screen on someone's Stories, we exit out. we feel like we won't be caught up until we watch all of them, so we just don't bother.

INTERACT 10 MIN BEFORE AND AFTER POSTING REELS OR ANY CONTENT

Spend 50% of this time commenting on Posts/Reels (or liking and responding to comments on your own content), and 50% interacting with the Stories of your followers. we feel this is most important to do if you are just starting with a new account or have a very small following.

A close-up photograph of a person pouring wine from a bottle into a glass. The person's hand is visible, holding the glass, and they have dark nail polish. The background is blurred, showing other people at a social gathering. The text 'CHAPTER 10' and 'S.F.O.' is overlaid on the image.

CHAPTER 10
S.F.O.

OPTIMIZING CONTENT FOR SEARCH ENGINES

Search Engine Optimization (SEO) is a set of practices and strategies aimed at improving the visibility and ranking of a website or online content in search engine results such as Google or Instagram.

Keyword Research: Identify keywords and phrases that are relevant to your niche, content, and target audience.

On-Page SEO: Optimize your content by placing keywords strategically in titles, headings, and throughout your content.

Meta Tags: Craft compelling meta titles and descriptions to entice clicks from search results.

Quality Content: Google rewards high-quality, informative, and valuable content. Create content that addresses the needs, concerns, and questions of your audience.



KEYWORD RESEARCH TECHNIQUES

Effective keyword research is the foundation to being successful at SEO. Here is some guidance on how to conduct keyword research as a faceless digital marketer:

Seed Keywords: Start with a few seed keywords related to your niche or topic. For example, make money online, passive income, digital marketing, digital products, work from home, etc.

Long-Tail Keywords: Use long-tail keywords (phrases with more words) that reflect specific questions or concerns your audience may have. For example, how to become our own boss, how to make money online, how to make money without showing our face, how to sell digital products without showing our face, etc.

Keyword Tools: Use keyword research tools like Google Keyword Planner, Ubersuggest, or SEMrush to discover related keywords.

Competitor Analysis: Analyze your competitor's content to discover the keywords they're targeting and identify gaps.



BUILDING QUALITY BACKLINKS ANONYMOUSLY

Backlinks, or links from other websites that link to your content, also play an important role in your SEO. To build quality backlinks without revealing your face:

Resource Linking: Create valuable, informative content that others naturally want to link to as a resource. For example, you can use Pinterest, which is an amazing tool that digital marketers (especially faceless marketers) should use to drive traffic to their offers.

Social Media Promotion: Share your content on social media to increase its visibility and the likelihood of others sharing it.

Instagram's search algorithm is designed to connect users with relevant content. It considers various factors like keywords, user interactions, and content relevance to deliver search results. This means that optimizing your content for search can significantly impact your visibility.

Newsletters: Issue newsletter releases or campaigns related to your niche and offers - This is what we do for the audience that has opted into our email campaign via our freebie.

A woman wearing a white blazer and light-colored trousers is holding a gold chain bag. The image is dimmed and serves as a background for the chapter title.

C

CHAPTER 11

Analytics & Insights

ANALYTICS AND INSIGHTS

POST TIMES

Analytics and insights are the compass that guides your efforts, helping you understand your audience, refine your strategies, and make data-driven decisions.

The Insights dashboard presents an overview of account activity, audience demographics, and content performance. Familiarize yourself with this dashboard as it will be your guiding light to success.

One of the best features to use to figure out when to post for better engagement is your posting time analytics.

This will tell you when your audience is most active and engaging with your content which is what we obviously want here because more engagement = more eyes on your content (increased visibility) = GROWTH.

To check these insights you need to be switched to a business account.

Let us go through a quick step-by-step process.

1. CLICK ON PROFESSIONAL DASHBOARD

Professional dashboard

1M accounts reached in the last 30 days.

Edit Profile

Share profile

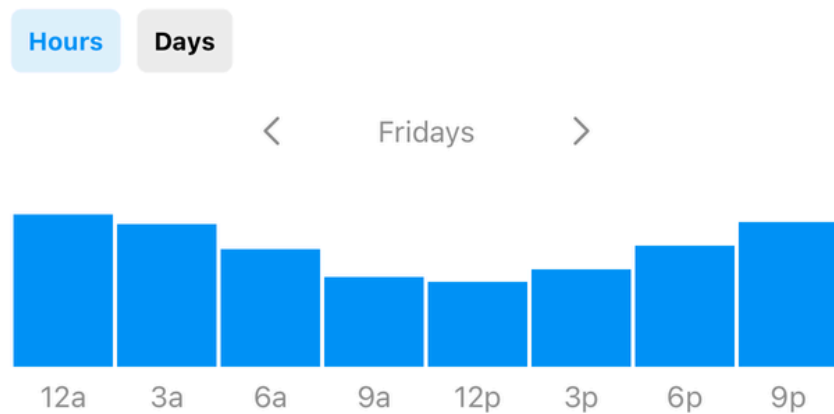
ANALYTICS AND INSIGHTS

2. CLICK ON TOTAL FOLLOWERS

Accounts reached	1M +10.9%	>
Accounts engaged	156K +20%	>
Total followers	10.3K +116%	>
Content you shared	199	>

3. THESE ARE YOUR MOST ACTIVE TIMES

Most Active Times



ANALYTICS AND INSIGHTS

CONTENT PERFORMANCE STEP-BY-STEP

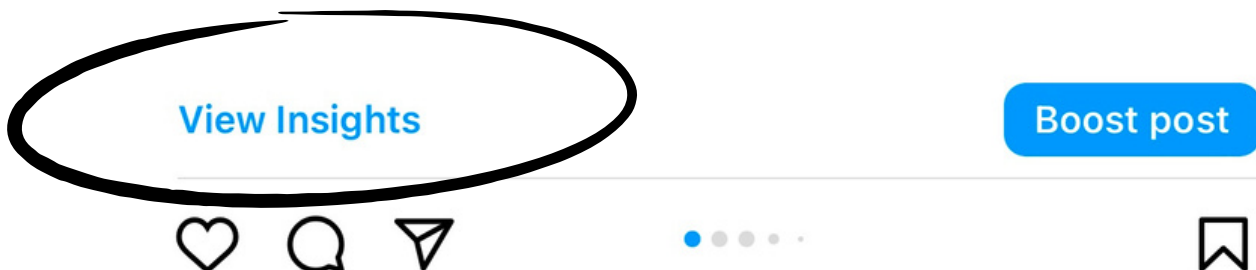
1. Post Engagement

Analyze which posts garner high engagement and dissect the elements that contribute to their success.

2. Impressions and Reach

Distinguish between impressions (how often your content is displayed) and reach (unique viewers). A high impression count indicates your content is being seen multiple times, whereas a growing reach signifies expanding your audience.

To access this information, go to the post you want to analyze and click view insights.



ANALYZING METRICS AND KPIs

Key Performance Indicators (KPIs) and metrics are the compass that guides your digital marketing efforts. As a faceless digital marketer, it's essential that you track the right metrics to access your success:

Website Traffic: Monitor the number of visitors to your website.

Conversion Rate: Measure the percentage of visitors relative to ones who take a desired action, such as signing up for your email list or making a purchase.

Engagement Metrics: Track metrics like likes, comments, shares, and click-through rates on your social media and content.

Email Performance: Analyze open rates, click-through rates, and conversion rates for your email campaigns.

SEO Rankings: Keep an eye on your website's search engine rankings for target keywords.

TOOLS FOR ANALYTICS

Google Analytics: A powerful tool for tracking website traffic and user behavior. If you use Systeme.io or Stan Store, you can also see this information.

Social Media Insights: Platforms like Instagram, Pinterest, and Facebook provide insights into your audience's engagement.

Email Marketing Platforms: Most email marketing services offer detailed reports on email campaign performance (e.g., how often the emails are being opened, clicked on, etc.)

SEO Tools: Tools like SEMrush or Moz can help you track keyword rankings and website performance.

MAKING DATA-DRIVEN DECISIONS

Data without action is just numbers. Use the insights gathered from your analytics to make informed decisions.

Content Strategy: Identify which types of content resonate with your audience and focus on producing more of it.

Target Audience: Refine your audience targeting based on data to reach those most likely to engage with your content.

A/B Testing: Experiment with different approaches and analyze the data to determine which strategies work best.

Iterate and Improve: Continuously renew your data and make adjustments to your digital marketing efforts.

By measuring your success with the right metrics and using the data to make informed decisions, you can refine your digital marketing strategy and achieve your goals!



A close-up photograph of a woman's torso and hand holding a martini glass. She is wearing a black, feathery accessory. The background is dark and moody.

C

HAPTER 12

Monetizing Your Work

MONETIZING YOUR WORK

As a faceless digital marketer, your ability to monetize your work and generate income is JUST as achievable as for those who reveal their faces. Although it may take a little bit longer to develop trust with your audience, we promise you that you will get there as long as you keep going and stay consistent!

In this chapter, we will explore the different income streams that will help you monetize your digital marketing efforts as a faceless marketer.



DIFFERENT INCOME STREAMS

It may be useful to set up different income streams as this is the best way to ensure stability and make LIMITLESS passive income!

Affiliate Marketing: Promote products or services related to your niche and earn commissions for each sale or lead generated from your referral. You can easily do this if you use StanStore or Systeme.io. You are provided with an affiliate link when you sign up for these sites.

Selling Multiple Digital Products: Create and sell several products such as ebooks, online courses, templates, or software tools that help your audience's needs. It would be a good idea to have products ranging from \$27 to \$497.

Consulting and Coaching: Offer consulting or private coaching services related to your niche expertise. These services can be provided through video calls or text-based communication. This service also adds an extra touch of authenticity and allows you to establish connections with your audience.

Membership Sites: Launch a membership site or premium content area on your website, where subscribers pay for exclusive access to premium content and resources in addition to added personal access to you and your knowledge.

Advertising Revenue: You can also generate income through advertising on your website or social media.

SELLING DIGITAL PRODUCTS/SERVICES

Creating and selling digital products or services allows you to leverage your expertise without revealing your face. Here's how to excel in this income stream:

Identify Your Audience Needs: Develop products and services that address specific challenges/pain points and needs within your niche.

Effective Sales Page: You want your sales page to be convincing and informative. Highlight the value of your products/services and include customer testimonials to build trust.

Automated Sales Funnels: Set up automated sales funnels that guide potential customers from awareness to purchase.

Email Marketing: Use email marketing and automation to nurture leads and provide value, which can essentially lead to your customers purchasing your products/services.



THE POWER OF DMS

Your DMs present a golden opportunity to engage with your followers on a personal level. Reach out to them with personalized messages, expressing gratitude for their support or asking for their opinions. Initiating conversations establishes a rapport that transcends the superficial, leading to increased loyalty and advocacy.

How can you leverage your DMs to make money?

Nurture leads and sales by engaging with potential customers by addressing their questions, concerns, and objections in a personal manner. Tailoring your approach to individual needs can significantly boost your conversion rates.

Leveraging Story Replies. Story replies often initiate one-on-one conversations. By responding genuinely and encouraging follow-up, you can turn these interactions into lasting connections. DMs are more than just a communication feature; they are a powerhouse for forging connections, building relationships, and accelerating Instagram growth.

Remember to keep your approach authentic, genuine, and focused on providing value—it's the secret ingredient to unlocking the true potential of your Instagram DMs



A person is using a laptop, with their hand on the trackpad. A glass of water is visible in the background. The scene is dimly lit, creating a professional and focused atmosphere.

CHAPTER 13

Email Marketing

LEAD MAGNETS

THE BEST way to attract leads into your sales funnel is to create a lead magnet (AKA a free offer relating to your niche).

Ask yourself two things before you decide on what your offer will be:

- 1) Who is your target market and what are they interested in?
- 2) What problem can you solve for your target market?

The point of the free offer isn't to give away all your "secrets" for free. The point is to provide enough value for your potential customers that it warms them up to some of your other offerings and how they could potentially help them.

EXAMPLES

- A guide outlining 5 ways to do something (5 ways to earn money from home, 5 ways to gain Instagram followers, 5 high-protein recipes, etc.)
- A mini-ebook with your favorite ChatGPT prompts
- 50 of the most scroll-stopping reel hooks

How to advertise your lead magnet

- Post about it often by creating a CTA (call to action) at the end of a reel.
- Example: "Comment "ME" below and I'll DM you our FREE guide on exactly how to do this!" or "DM us the word "GUIDE" and I'll send you our FREEBIE that will help you get started today!"
- The more you can offer **FREE** value the more leads you'll have. Reels when you are new and starting out should be VALUE, VALUE, VALUE, VALUE, OFFER, VALUE, VALUE, VALUE, VALUE, OFFER. More value = more leads = more potential customers!

Canva is a great tool to help you create beautiful things like ebooks, guides, templates, journals, checklists, pamphlets, etc.

LEAD MAGNET

The ebook templates on Canva are perfect and easy to use. we actually used one for this guide! So don't overthink it.

If you offer a free guide/ebook, put a blurb about your paid offer on the last page, don't forget to include what PROBLEM your product/service can solve for them! Make sure your message is always focused on the customer and solving their problem.

EXAMPLE

“If you feel ready to start monetizing your expertise but still feel like you could use additional resources or you prefer to leverage a done-for-you product, I've got you covered! (INSERT your paid offer link to your website info page).“



CRAFTING EFFECTIVE EMAIL CAMPAIGNS

Effective email campaigns are crucial for successful email marketing. Whether you're promoting your digital products, sharing insights and valuable content, or nurturing leads, crafting compelling email campaigns is super super important:

Segmentation: A key strategy is to divide your email list into segments based on demographics, interests, or engagement levels. This is important because not all your subscribers have the same interests and preferences. Segmentation allows you to send targeted content.

Personalization: Make sure you personalize your emails with the recipient's name and tailor the content to their preferences.

Eye-catching Subject Lines: Write attention-grabbing subject lines that encourage participants to open your emails.

Clear Call to Action: Every email should have a clear and actionable item (call to action) - this may be a link that directs your audience to your website, to download a resource, or to make a purchase.

Mobile Optimization: Ensure your emails are responsive to various screen sizes and are mobile-friendly. *This is key because many recipients access their emails straight from their smartphones.

BUILDING AND SEGMENTING YOUR EMAIL LIST

Your email list is a valuable asset for your digital marketing business. Here are some pointers on how you can build and segment your email list effectively and efficiently:

Opt-in Forms: Create user-friendly opt-in forms on your website or landing pages to capture people's email addresses which you will use for your newsletters and campaigns.

Lead Magnets: Offer valuable incentives such as ebooks, guides, or exclusive content in exchange for email sign-ups. For example, we have our Branding Planner Workbook.

Segmentation Criteria: Segment your email list based on factors like location, purchase history, or engagement level.

Automation: Set up automated email sequences to nurture leads and build relationships over time. This strategy is useful in gaining the trust of your potential customers.



EMAIL AUTOMATIONS

Email automations not only save you time - they also make a huge difference for faceless digital marketers and all businesses! Email automation helps you maintain consistency and engage with your audience without being constantly present. These emails work on auto-pilot for you!

Welcome Series: Create automated welcome emails for new subscribers to introduce your brand and provide valuable content.

Automated Email Series: Develop an automated email series that nurtures leads and guides your audience throughout the customer journey. For example, when a customer gets your freebie, your campaign could showcase a low-ticket offer, like an ebook or guide, and then a high-ticket offer, like a course.

Behavior-based Emails: Set up triggers based on user behavior, such as abandoned carts or specific interactions on your website.

Segment-Specific Content: Use automation to send content that is tailored to each segment of your email list.

Analytics and Optimization: Continuously monitor email performance and make data-driven adjustments to your campaigns.

Email marketing is one of the BEST tools for building and nurturing relationships with your audience. This is especially important as we are a faceless brand! You have to consistently show your audience that there is indeed a real human being behind the screen. With these strategies, you can connect with your subscribers and drive conversions while staying behind the screen.

EMAIL FLOW

The Code To High Open & Conversion Rates?

Let's unveil the secrets of crafting compelling email subject lines, shall we? In a world of overflowing inboxes, nobody yearns for more emails. As an entrepreneur, your stellar email deserves to stand out, and the key lies in the subject line—those few words with the power to captivate.

EMAIL SUBJECT LINES

Personalization:

Using the recipients name or referencing a recent interaction can boost your open rate significantly. It comes off as personal not pushy promo.

Keep it Snappy:

Long-winded lines often get scrolled past, aim for short & snappy with impact.

Promise & Deliver:

Your subject line should promise something about the email content & then deliver upon that promise.

Avoid ending up in the Spam Filter:

Stay clear of spam-triggering words like “Urgent,” “Buy Now,” or “Free.”

BONUS: EMAIL TEMPLATES FOR YOU

Subject: You did it! Here is your free guide!

Hi [Customer Name],

Yay! You did it! we are so excited to share more with you about digital marketing with our [Product Name].

Here is your free download: [Product Link].

Tomorrow you're going to get another email from us with more info about our [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!

As always, we are here for you! Feel free to DM or email us at any time with any questions or if you would like to chat!

Cheers,

[Your Name]

Subject: You are so close to having your own business!

Hi [Customer Name],

I want you to know that you are closer to having a profitable passive income business 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 digital product, you don't even need to have any special expertise or create your own product from scratch either!

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

Subject: Woohoo! Here is your [Product Name]!

Hi [Customer Name],

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

[Download Link]

Shoot us a message or email us back when you get a chance to let us know that you've taken this step. we are here to guide you throughout your entire journey, and would love to connect and celebrate with you!

[Your Name]

Subject: Are you ready to start making passive income from home?

Have you had a chance to check out our free guide?

If so, are you ready to use a Done-For-You digital product to get your own passive income business off the ground?

We want to invite you to purchase our [Product Name]!

[Insert feedback about your digital product here - you can add these later!]

Imagine the possibilities:

- Make limitless income while working remotely
- Quit your 9 to 5
- Secure that dream home
- Travel around the world
- Treat yourself to some guilt-free money
- Retire young and retire your parents
- Pay off debt and invest in your future

With [Product Name] you will learn everything you need to know about setting up and launching your digital marketing business in the next week! You will have the ability to start earning income!

You will get:

- My digital product to use, modify, and resell as your own
- A step-by-step process for getting your online business set up with ease and automation
- My content strategies for marketing your products in just a few hours a week

This is an entire business ready for you to profit from! we know just how life-changing this stream of passive income is, and we want to see YOU thriving!

Shoot us a message if you have any questions!

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: 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 are 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. we 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 activities with the people around you and doing things you love.

If you haven't, we want to challenge you to take a bold step. Purchase [Product Name] for ___ 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 us a DM or email if you ever have any questions. we are here for you!

Subject: [Insert \$ amount] in ___ days

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

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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 us a DM or email if you ever have any questions. we are here for you!

HOW TO USE STAN.STORE EMAIL AUTOMATIONS

Step 1: Go to Stan

Stan is our favourite all-in-one Creator store where you can pretty much run your entire online business. Here is how to utilize Stan for both its email marketing purposes AND unique AI abilities.

Step 2: Create a new Email Flow

Once you're on Stan, you can create a new email flow that automatically adds new customers depending on which product they purchase from you. Hence the important and value of having a valuable freebie aka Lead Magnet. Input your email messaging with your attention grabbing email subject line.

Step 3: Use AI to Generate

*This is a super cool and completely optional feature. You can use Stanley (Stan's AI) to generate your email content for you.

Say Whaaat!

Stanley actually has ability to comb your social media and generate an email based on the type of content you post. Don't forget to proof read and ensure you're adding back in some human touch if needed.

Step 4: Automate when the emails will be sent

You can choose when you want each email to be sent - typically recommended to send one immediately after someone purchases from you, then 2-3x a week after that.

Step 5: Repeat for all digital products you're selling

Once you're done with your first email campaign, you can redo this process and change it up for every other digital product or course you are selling.

Email marketing is immensely important for creators due to several reasons:

1. Direct Communication:

It offers a direct line of communication with your audience. Unlike social media platforms where algorithms and changing policies can limit reach, emails land directly in subscribers' inboxes, ensuring your message is delivered.

2. Audience Ownership:

It provides control and ownership of your audience. Social media platforms may change their rules or even cease to exist, but your email list remains a valuable asset that you control.

3. Personalized Connection:

Email marketing allows for personalized communication. You can segment your audience based on interests, behaviors, or purchase history, enabling tailored messages that resonate with specific groups, fostering a stronger connection.

4. Conversion and Sales:

It's an effective channel for conversions and sales. By nurturing leads and providing valuable content, you can guide subscribers through the buyer's journey, leading to increased conversions and sales of your products or services.

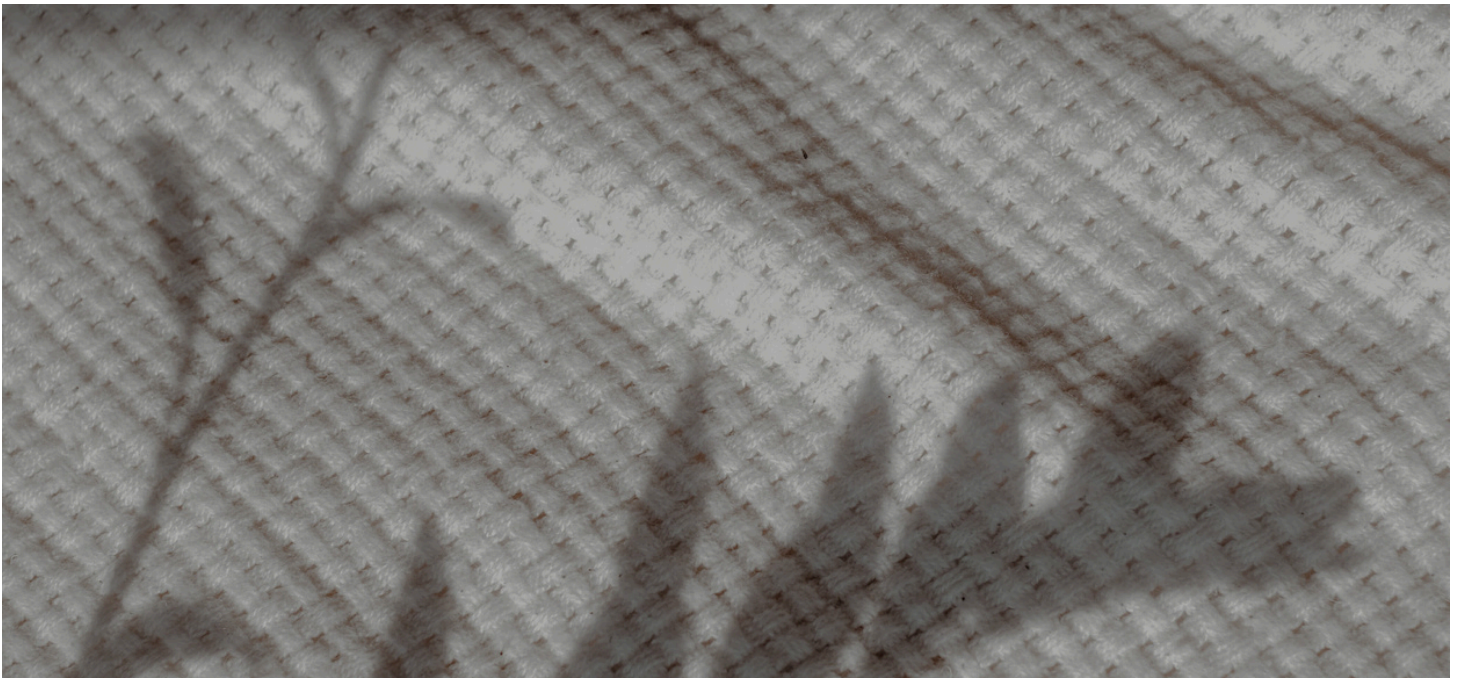
5. Analytics and Insights:

Email marketing platforms offer valuable insights and analytics. You can track open rates, click-through rates, and other metrics to understand what content resonates best with your audience, allowing you to refine and improve your strategies.

6. Promotion and Updates:

It's an excellent tool for promoting new content, products, or services. Whether it's announcing a new creation, sharing updates, or providing exclusive offers, email marketing helps keep your audience informed and engaged.

In summary, email marketing empowers creators by fostering a direct, personalized connection with their audience, driving engagement, conversions, and long-term relationships essential for sustained success.





C HAPTER 14

ChatGPT

TYPES OF CONTENT

Free ChatGPT websites like Open AI are a great tool for almost anything. Need wording for your website? Help with your bio? Want to create an email campaign? Want a month's worth of topics to post about speaking directly to your buyer persona and to sound like you? Yep, you can train AI to do all of this.

Here are some helpful prompts/tips to train your AI tool.

DO NOT start a new chat message if you want it to utilize the prompts and information you gave it already. If you start a new chat it doesn't know what you previously taught it to do.

PROMPT 1

“Your first task is to ask us questions to learn our tone, communication style, and voice.” It will give you a list of 10 questions to respond to.



TYPES OF CONTENT

PROMPT 2

“Your next task will be to understand our writing style based on examples that we give you. After that, we’ll create some content. To start, please say GO AHEAD and we will paste examples of our writing. Keep saying GO AHEAD and we will paste new examples. When we are done we will say FINISHED. At this stage, please do not do anything except confirm that you have saved the writing style.”

PROMPT 3

“Ask us questions to learn about our business and the product I’m selling on Instagram.”

PROMPT 4

“Ask us questions to build a persona for the person that wants what our digital product offers.” The more detailed responses you give the better.

PROMPT 5

“Always write our content in the first person.”

PROMPT 6

“Act like you are a highly experienced social media copywriter and provide us X amount of trending topics within our niche that directly speak to our buyer persona. Include at least 5 keywords for each topic that will improve our SEO.”

A black mug filled with coffee sits on a desk. In the background, a laptop keyboard and a pen are visible. The scene is dimly lit, creating a cozy atmosphere.

CHAPTER 16

Encouragement

ENCOURAGEMENT

SOCIAL MEDIA IS A SKILL. Just like anything else, social media is a skill and it takes time to learn. It takes time to get into a groove and make certain things a habit (like stories...I do those on autopilot now without even thinking twice or planning content!). It takes time to find your individuality and your voice! But it's so worth finding our friend because if you commit to the process and find it, we have no DOUBT you will find success.

ENDLESS, EFFORTLESS CONTENT

Always have an arsenal of B-ROLL content ready to go!

What is B-ROLL content? Footage of yourself doing ANYTHING. Eating, cutting strawberries, doing dishes, vacuuming, driving (hands-free of course, safety first!), reading to your kids, working on the computer, drinking coffee, doing cartwheels on the beach...or if you are like us and have a faceless account, there are apps such as Canva, Temply, **Social Stocks**, Packsia, Content Cove that have thousands of stock videos you can use! Doing this one thing will save your SANITY when it's time to hit post on a Reel! (this will also become second nature).

EVERYONE STARTS AT ZERO. Everyone starts somewhere, and usually that somewhere is at zero. What matters is that you don't let starting at zero stop you from starting at all.

TRACK YOUR ANALYTICS. When you aren't seeing the sales avalanche you'd hoped for, look to your Instagram analytics for encouragement.

Is your reach going up?

Is engagement looking better than last week?

ENCOURAGEMENT

If you're trending upward, you're on the right track! Do more of whatever you're doing.

If you're trending downward, it could be one of two things (or both).

- You've had a Reel go viral, so IG is measuring your current growth against that mega-growth. Keep that in mind.
- You need to switch up your strategy! Try something different with your Reels (or a few things) to break out of your norm.

FOLLOW YOUR COMPETITION

Find others who are successful in your industry/niche and follow them! Keep track of what type of content they are creating that is generating a lot of engagement and put your own twist on it. It's great to look to others for inspiration but make sure you make things your own so that you will stand out instead of blending in!

DO NOT let others' follower count or success make you question your own. They all started from scratch at some point and almost all of them follow the exact strategy in this guide. Also don't be fooled, even if accounts have a smaller following, this does NOT mean they aren't successful. **Followers don't equal sales.**



ACTION STEPS

1

DETERMINE YOUR NICHE

Identify your niche.

2

SET UP YOUR PROFILE

Choose your username, create your logo, and craft your bio.

3

CREATE YOUR CONTENT

Create and post engaging content through Posts, Carousels, and Reels.

4

BUILD YOUR COMMUNITY

Drive engagement and build your community .

ACTION STEPS

5

FOCUS ON GROWTH STRATEGIES

Create a content strategy, create a list of hashtags related to your niche, craft compelling captions to get followers to engage, and be consistent.

6

MONETISE YOUR INSTAGRAM

You've done all the above now, you should be seeing some growth/success. Determine how you're going to monetise your platform now.

7

REVIEW YOUR INSIGHTS

Review your insights to determine when your audience is most active and engaging with your content. See what posts are performing well and which aren't. Create and repurpose content that is gaining traction.

CONCLUSION

As we come to the end of this book, you've embarked on a remarkable journey into the world of faceless digital marketing. We are so proud of you!

Throughout this book, we've explored various strategies and techniques that illuminate the power of maintaining anonymity in the digital world. Now it's time to reflect on your own path and embrace the LIMITLESS opportunities that lie ahead!

Your journey has been guided by the following principles:

Content is Key! High-quality, valuable content is the foundation of your success. Be consistent and continuously provide content that speaks to your audience and addresses their interests and needs.

Remain authentic! Build an authentic brand identity and engage genuinely with your audience. Remain transparent and consistent.

Emotions: Feel free to get emotional and let your audience know that you were scared to start and nervous to fail, but still overcame your fears and took action. Be genuine and connect with your audience. These are your friends!

Sharing your emotions will also spark emotions within your audience - we all have emotions - and we can all relate to the feeling of fear and uncertainty.

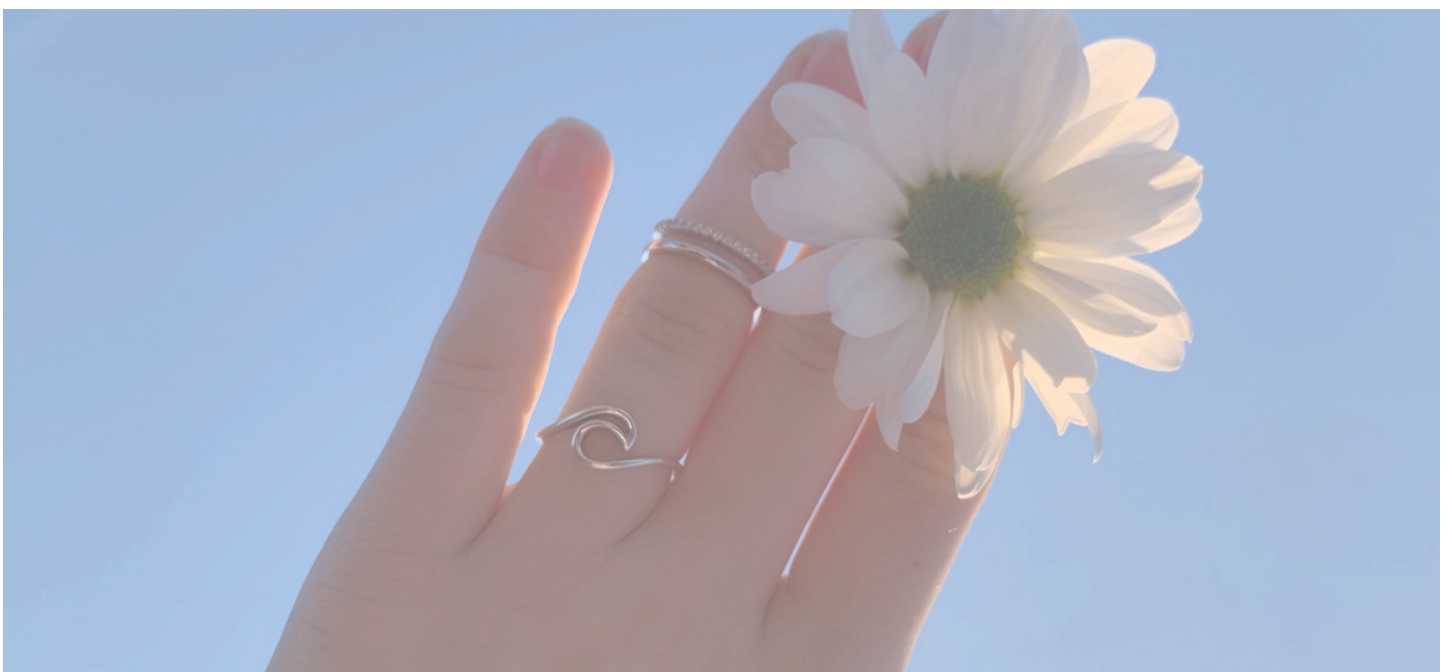
Transparency: Be transparent about your decision to remain faceless. Let your audience know why you prefer to stay behind the camera. Tell them you are introverted and shy and that you are also here to help other shy and introverted people make passive income with digital marketing.

You also want to tell your audience the truth about your sales. Even if you've made 0 sales - be upfront and honest about it. You don't have to tell people how much you've made because, at the end of the day, that is your own information you can choose to disclose or not.

I are ALWAYS transparent about our whole journey. You can also see that I'm always sharing our journey and story with everyone! This not only perpetuates trust, but it helps you remain authentic!

Diversify your monetization: Set up multiple streams of income such as affiliate marketing, selling multiple digital products, consulting/coaching, etc. to enhance financial stability

Overcome Challenges: When you come across a challenge, don't give up. Overcoming challenges will make your brand stronger! we are also always here to mentor you! Stay strong!



THANK YOU!

Thank you for joining us on this exploration of faceless digital marketing. We hope this handbook has provided you with helpful tips and strategies to make your journey as a faceless digital marketer a rewarding one.

As you continue your journey, keep these principles in mind. Your opportunities with digital marketing as a faceless marketer are limitless. Always remember that you are worthy and have the potential to succeed even without showing your face to the internet. It all begins with your MINDSET! As you know, we are all about believing in yourself and never giving up!

Embrace your digital marketing journey, create your content, connect with your audience, and as always, reach out because we are here for you. We can't wait to see your business THRIVE on Insta!

I would love for you to reach out to us to hear your feedback and if this handbook was helpful to you! We can't wait to watch your growth!

Wishing you massive success,

Melina

@fiercebossbabes

@incognito.bossbabe

YAY!

**WE ARE SO PROUD
OF YOU FOR
COMING THIS FAR!**

Here's a bonus to celebrate!



BONUS REEL HOOKS FOR YOU

1. "Unlocking the secret that changed our life forever..."
2. "What if we told you that your fears hold the key to success?"
3. "This is the one thing that's been holding you back."
4. "The truth about making money online: Brace yourself!"
5. "Are you ready to challenge your limits?"
6. "Why most people never take the first step..."
7. "Ready to face your fears and create a life you love?"
8. "Warning: This Reel might challenge everything you know."
9. "The unexpected path to financial freedom."
10. "Is this the most controversial idea in digital marketing?"
11. "What they don't want you to know about passive income."
12. "The shocking reality of life without financial freedom."
13. "Why comfort zones are your worst enemy."
14. "If you're scared to start, this Reel is for you."
15. "The uncomfortable truth about success."
16. "Is it time to shatter your doubts?"
17. "This is what's really holding you back..."
18. "Busting the myth of the 9-5 'safe' job."
19. "Don't watch this unless you're ready for change."
20. "How fear could be your greatest motivator."
21. "Ready to embrace the digital revolution?"
22. "Why society's rules don't apply to you."
23. "The dark side of the comfort zone."
24. "The silent dream-killer you must defeat."
25. "Is it time to stop being 'normal'?"
26. "Revealing the hidden power of your fears."
27. "The uncomfortable path to wealth begins here."
28. "Why being safe is the riskiest thing you can do."
29. "Do you have what it takes to challenge the status quo?"

BONUS REEL HOOKS FOR YOU

30. "Is it time to confront your biggest fear?"
31. "Why most people never achieve true freedom."
32. "The radical idea that changed our life forever..."
33. "Is it time to let go of what's holding you back?"
34. "The riskiest decision you'll ever make."
35. "How we turned our fear into our greatest ally."
36. "Why 'normal' is the new failure."
37. "Ready to defy the odds and create a new reality?"
38. "The uncomfortable truth about your comfort zone."
39. "Why success is just one leap away."
40. "Why 'playing it safe' is the riskiest choice."
41. "The secret sauce for overcoming your doubts."
42. "Is it time to silence your inner critic?"
43. "Challenging norms: A journey to success."
44. "Ready to rewrite your story and chase your dreams?"
45. "The untapped potential of your fears."
46. "What if we told you fear was your best friend?"
47. "Is this the most controversial truth in digital marketing?"
48. "Why fear is your greatest teacher."
49. "The path to financial freedom starts with fear."
50. "Is it time to disrupt your own life?"
51. "The surprising truth about turning fear into success..."
52. "Ready to face your fears head-on?"
53. "Is it time to break free from your comfort zone?"
54. "The unconventional path to financial freedom."
55. "What if we told you fear could be your greatest ally?"
56. "Why your doubts may be your biggest opportunity."
57. "This is the Reel that could change your life forever."
58. "The hidden obstacle that's been blocking your success."
59. "The digital marketing secret they don't want you to know."

BONUS REEL HOOKS FOR YOU

60. "Are you willing to challenge the norm and thrive?"
61. "Unlock the power within you to conquer fear."
62. "Breaking free from the 9-5: Are you ready?"
63. "The uncomfortable journey to financial independence."
64. "Ready to embrace the chaos and achieve greatness?"
65. "The shocking truth about the road less traveled."
66. "Is fear holding you hostage from your dreams?"
67. "Don't watch this unless you're ready to take action."
68. "Why your comfort zone is the danger zone."
69. "The secret sauce for turning fear into fuel."
70. "Ditching the 'safe' job: A controversial move."
71. "Redefining success: It starts with courage."
72. "Why you should question the rules of society."
73. "The battle against self-doubt: Are you winning?"
74. "Ready to confront your inner saboteur?"
75. "The real reason why most people stay stuck."
76. "The unconventional way to rise above your fears."
77. "Is it time to unleash your inner rebel?"
78. "The power of discomfort in achieving success."
79. "Why it's time to defy expectations and thrive."
80. "Ready to embrace the digital revolution? Dive in."
81. "Overcoming fear: Your first step to change."
82. "Is fear your greatest enemy or your best friend?"
83. "The radical idea that can transform your life."
84. "Why playing it safe might be your riskiest move."
85. "The path to success begins with one brave step."
86. "Confronting your doubts: The journey to greatness."
87. "The shocking truth about 'normal' life."
88. "Unmasking your hidden potential."
89. "The fear factor: Your untapped superpower."
90. "Why safe choices won't lead to real success."

BONUS REEL HOOKS FOR YOU

91. "Mastering the art of conquering your fears."
92. "Defying norms: Your journey to extraordinary."
93. "Ready to silence the voice of doubt within you?"
94. "Turning dreams into reality: Are you up for the challenge?"
95. "The untold story of facing your fears."
96. "What if fear was your greatest motivator?"
97. "Is this the most controversial idea in your life?"
98. "Why fear is your most valuable teacher."
99. "The stepping stones to financial freedom."
100. "Is it time to disrupt your own story?"
101. "Watch until the end!"
102. "Quick hack"
103. "I don't know who needs to hear this but _____" List the but, in the caption to get them watching longer and reading more.
104. "If you're a _____ you need to hear this."
105. "This will blow your mind."
106. "Struggling with (PAIN POINT OF TARGET AUDIENCE)? Here's a secret tip we wish we knew earlier"
107. Struggling with creating high-quality videos? Here's a secret tip we wish we knew earlier"
108. "This one mistake could be costing you (NUMBER)."
109. "What moms are REALLY doing while the kids are at school."
110. "This may be an unpopular opinion but..."