



REVOLUTIONIZE YOUR BRAND WITH

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# FACELESS MARKETING

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# IDEAL FOLLOWER

I know, I know. You've probably heard "ideal client" and "ideal follower" so many times. But I want to challenge you... do you actually KNOW who your ideal follower is? You really do need to nail this down because with every reel you make, you'll want to make sure you're speaking to this person.

Usually, your ideal follower will be someone similar to you, or someone you would get along with pretty well.



**Challenge:** take 2-3 minutes, open up the Notes app on your phone, and brainstorm: write down everything you know about your ideal follower. Here are a few questions to get you started:

- What's their gender?
- How old are they?
- Where do they live?
- What do they do?
- What are their hobbies?
- What are their goals?
- What do they need from you?
- How could they feel seen or heard?

Don't skip this! I promise this will help you create content that resonates, adds value, and attracts the right people to your page.



# THE HOOK

Your hook is KEY! This is a quick, catchy phrase or word to get your viewer to stop scrolling and pay attention.

You should have a strong hook in two places on your reel:

**1. On-screen text:** the first words your viewer will see when scrolling by your reel. The job of this hook is to get them to stop their scroll and watch your reel.

**2. The start of your caption:** the first word(s) of your caption. The job of this hook is to get them to actually read your caption. And of course, the better the caption is -> the more time spent reading it -> the more watch time your reel will get -> the more your reel will be pushed to more people.





# HOOK IDEAS

- The truth about...
- I'll be honest...
- HERE ↓
- Listen up!
- Here's what I would tell \_\_\_ if they \_\_\_
- 3 things I wish I knew about \_\_\_
- Don't make this mistake!
- POV: \_\_\_
- If you wish you could \_\_\_
- Don't believe THIS lie...
- 5 ways to \_\_\_
- Be careful not to do this...
- 3 things to stop doing
- Read this if \_\_\_
- You do not have to \_\_\_ if you want to \_\_\_
- This is your sign to \_\_\_
- The secret to...
- You won't believe this...
- Ways to save time on \_\_\_
- MYTH:
- 3 mistakes to stop making on \_\_\_
- Did you know?
- REMINDER for \_\_\_
- The WORST way to...
- Steal my...
- What your \_\_\_ says about you
- Do THIS if you...
- I was wrong...
- Calling all \_\_\_!
- You'll never guess...
- 3 things I learned from...
- 5 things to stop doing if you want \_\_\_
- Not to be dramatic, but...
- Okay, I know what you're thinking...
- This feels illegal to know...
- You're not going to believe what I just did
- This will change how you \_\_\_
- This might shock you...
- Somebody has to say it...
- Unpopular opinion warning...



# YOUR CAPTION

Remember, your caption should start with a strong hook that gets people to expand your caption to read the whole thing, particularly if your main message is in your caption.

## **Some tips for your caption:**

- If your caption is more than a few sentences long, make sure to separate lines with a space pretty often. It's easier for people to focus on 1-2 sentences at a time versus trying to read a long paragraph.
- Make sure to include your hook, CTA, hashtags and keywords, and signature at the end.
- Storytelling is key! Share your experiences and be vulnerable and honest (even without showing your face). This is huge if you want to gain trust +convert viewers into followers + convert followers into clients.
- Use emojis but don't overdo it.
- If your caption is catchy, engaging, and decently long (separated out with spaces), this will help you get more watch time on your reel (especially if it's a short 5-7 second clip), which will mean it should get pushed out to more people.



# HASHTAGS & KEYWORDS

Hashtags are NOT dead. A lot of people claim that they are, but MANY of the pros still recommend using them and personally, I still find a lot of content I like by using hashtags!

Can you get great reach without them? Sure, but I don't think using them will hurt you! If you do choose to use hashtags in your caption, I'd focus on hashtags that are less saturated. It's less likely your video will be found with a hashtag that has millions of uses.



Keywords are a newer emphasis on Instagram. Basically, you want to make sure your on-screen text AND your caption contain relevant keywords so that the algorithm pushes your content out to the right people.

For example, some keywords I like to make sure I include somewhere in my reel and/or caption are: mom life, work from home, digital products, working mom, female entrepreneurs, SAHM, etc.

If your caption is short or there are keywords you want to add, you can always just type them below your hashtags in your caption.