



# **FACELESS REELS STARTER KIT**

Essential Tools for Selling Your Digital Products and  
Growing Your Instagram through Reels

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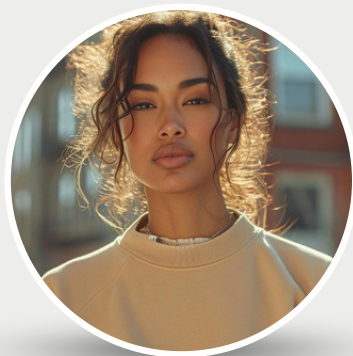
# WHY FACELESS INSTAGRAM?

You've heard the buzz about the faceless Instagram trend and you're ready to set up your account! Congrats! A faceless account is a great choice because it allows you to maintain your privacy and post without the fear of judgment.

With a faceless account, you can still gain a large following, promote yourself and your business, and build meaningful connections based on passion and shared values. The mental health benefits are significant, encouraging a healthier relationship with the platform and promoting self-expression without the anxiety associated with external validation.

In this kit you will find the tools you need as well as helpful tips and suggestions grow your account!

Let's get started. 🚀



## A NOTE FROM THE AUTHOR

I am SO excited to be a part of helping you grow your faceless Instagram account. I hope that this guide provides you with the insights and tools you need to feel confident in creating a beautiful account worth following. I can't wait to help you along your journey and I wish you all the success in the world!

*Xoxo, Name*

# FACELESS INSTAGRAM IMAGE & VIDEO IDEAS

The following content ideas are great for Instagram posts AND reels!

- ① **Show your morning routine** (ex. making breakfast, coffee, journaling, etc.)
- ① **Food** (you can use pictures you take at home or pictures you take at a restaurant)
- ① **Outside views** (ex. film your feet on a walk, a view of trees, the ocean, a lake, etc.)
- ① **Yourself typing on a laptop** (TIP: get a tripod!)
- ① **Cozy vibes** (ex. a fireplace, a blanket on a couch/bed, a lamp on a side table, etc.)
- ① **Vacation views/vibes**
- ① **A pretty vignette from your home or while you're out and about** (such as a well-styled table surface or corner with a plant and artwork, a mural, an interesting architectural detail such as an arch with ornate detailing, etc.)



# 30-DAY REELS PLANNER

<p><b>Day 1: Welcome to [Your Brand]</b></p> <p>Introduce your digital product brand, mission, and values.</p>	<p><b>Day 2: Mystery Product Teaser</b></p> <p>Share a teaser image or description without revealing the full product.</p>	<p><b>Day 3: Behind the Digital Curtain</b></p> <p>Offer a sneak peek into the creation process of your digital products.</p>	<p><b>Day 4: Customer Testimonials</b></p> <p>Share positive feedback or testimonials from customers (OR share a product benefit).</p>	<p><b>Day 5: Product Reveal</b></p> <p>Unveil one of your digital products with a captivating post.</p>	<p><b>Day 6: Feature a Product Demo</b></p> <p>Create a short video or carousel post demonstrating how to use one of your products.</p>
<p><b>Day 7: Benefits Infographic</b></p> <p>Design an infographic highlighting the key benefits of your digital products.</p>	<p><b>Day 8: Customer Success Story</b></p> <p>Share a success story from a customer who used your digital product (OR share another product benefit).</p>	<p><b>Day 9: Product Comparison</b></p> <p>Compare different versions or types of your digital products.</p>	<p><b>Day 10: Tutorial Tuesday</b></p> <p>Share a step-by-step tutorial on how to make the most of one of your products.</p>	<p><b>Day 11: Interactive Poll</b></p> <p>Create a poll asking followers which feature they find most valuable in your products.</p>	<p><b>Day 12: Limited-Time Offer</b></p> <p>Introduce a special promotion or discount for a limited time.</p>
<p><b>Day 13: Product Update</b></p> <p>Inform your audience about any recent updates or improvements to your products (OR highlight a top feature).</p>	<p><b>Day 14: FAQ Session</b></p> <p>Answer common questions about your products in a carousel or video format.</p>	<p><b>Day 15: Product in Action</b></p> <p>Share user-generated content of your products in use (with permission).</p>	<p><b>Day 16: Industry Insights</b></p> <p>Share insights or trends related to your digital product's niche.</p>	<p><b>Day 17: Tips and Tricks</b></p> <p>Offer tips on how to maximize the effectiveness of your digital products.</p>	<p><b>Day 18: Resource Recommendation</b></p> <p>Recommend a resource (e.g., ebook, guide) that complements your digital products.</p>
<p><b>Day 19: How It's Made</b></p> <p>Provide a detailed breakdown of the process involved in creating your digital products.</p>	<p><b>Day 20: User-generated Content Showcase</b></p> <p>Feature content created by your users, showcasing how they use your products.</p>	<p><b>Day 21: Webinar/Workshop Announcement</b></p> <p>Tease or announce a live webinar or workshop related to your digital products.</p>	<p><b>Day 22: Behind-the-Scenes of a Webinar/Workshop</b></p> <p>Share a sneak peek or preparation for your upcoming live event.</p>	<p><b>Day 23: Common Mistakes to Avoid</b></p> <p>Educate your audience on common mistakes related to your product niche.</p>	<p><b>Day 24: Explainer Video</b></p> <p>Create a video explaining a complex concept related to your products.</p>
<p><b>Day 25: User Reviews</b></p> <p>Compile and share positive reviews or testimonials from users.</p>	<p><b>Day 26: Instagram Stories Q&amp;A</b></p> <p>Use Instagram Stories to answer questions about your products.</p>	<p><b>Day 27: Flashback Friday</b></p> <p>Share a milestone or significant moment in the development of your digital products.</p>	<p><b>Day 28: Sneak Peek of Future Products</b></p> <p>Offer a glimpse into what's coming next for your product line.</p>	<p><b>Day 29: Exclusive Offer for Followers</b></p> <p>Create a special discount code or offer exclusively for your Instagram followers.</p>	<p><b>Day 30: Thank You and Recap</b></p> <p>Express gratitude for your followers, recap the month's highlights, and encourage them to stay tuned for future releases.</p>

# INSTAGRAM REEL HOOKS

Reel hooks belong on the reel "cover photo". Your reel hook should entice someone to click on your video. These 38 reel hooks ideas can be used again and again to engage your audience!

1. "Watch until the end!"
2. "Try this hack"
3. "This one is for..."
4. "Try this new..."
5. "If you want..."
6. "CHALLENGE: \_\_\_"
7. "7 things you can do right now to ...."
8. "Don't start your day without"
9. "You need this"
10. "Don't waste another minute..."
11. "You could have been..."
12. "Not sure how I feel about..."
13. "Anyone else? Just me?"
14. "This may be controversial, but..."
15. "If you want to avoid \_\_\_\_, do this..."
16. "Here are \_\_\_ tips to get rid of \_\_\_"
17. "Everything you knew about \_\_\_ is WRONG!"
18. "GIVEAWAY!"
19. "We need to talk"
20. "Here's exactly how I..."
21. "Calling all \_\_\_ (group)"
22. "POV:"
23. "5 Mistakes to Avoid When..."
24. "Here's how to..."
25. "If you think \_\_\_"
26. "I don't know who needs to hear this, but..."
27. "Let's normalize..."
28. "Stuck trying to \_\_\_?"
29. "The reaction I get when..."
30. "Here's what I would do if..."
31. "\_\_\_ vs \_\_\_"
32. "MYTH: \_\_\_"
33. "Do you know \_\_\_?"
34. "Unpopular opinion"
35. "Here's one way to..."
36. "How I went from \_\_\_ to \_\_\_"
37. "Quick reminder"
38. "Stop using..."

# INSTAGRAM REEL TIPS

## TIP #1

**INCLUDE TRENDING AUDIO IN YOUR REELS FOR A HIGHER CHANCE OF BEING SEEN. HERE'S HOW TO DO THAT:**

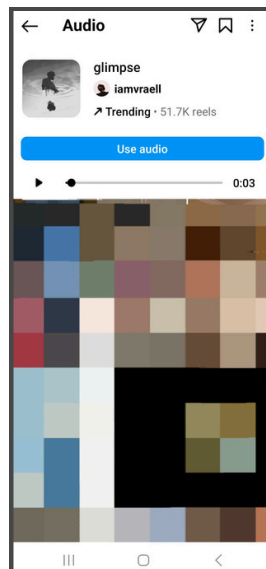
1. Open Instagram and click on the "Reel" icon at the bottom:



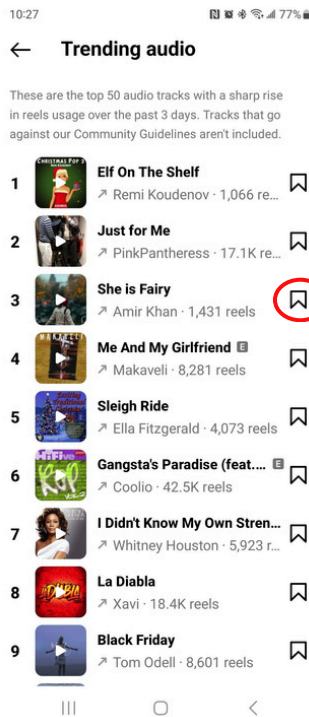
2. Swipe up in the middle of the screen until you come across a reel that has this icon at the bottom. This means that the audio they are using is trending. Click that icon.



3. Here is an example of what you will see when you click on that arrow:




4. When you click on the word “Trending” you will see a screen that looks like this:

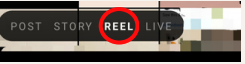


This shows you all the Trending audio. Click the Play button to hear what they sound like. Click the Ribbon to save the ones you like for later!

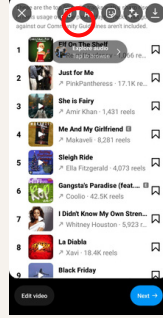
## WHEN YOU WANT TO USE THIS AUDIO LATER:



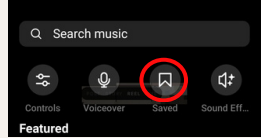
1. Click the “Create” icon



2. Select “REEL” and click the content you want to post



3. Click the music note symbol

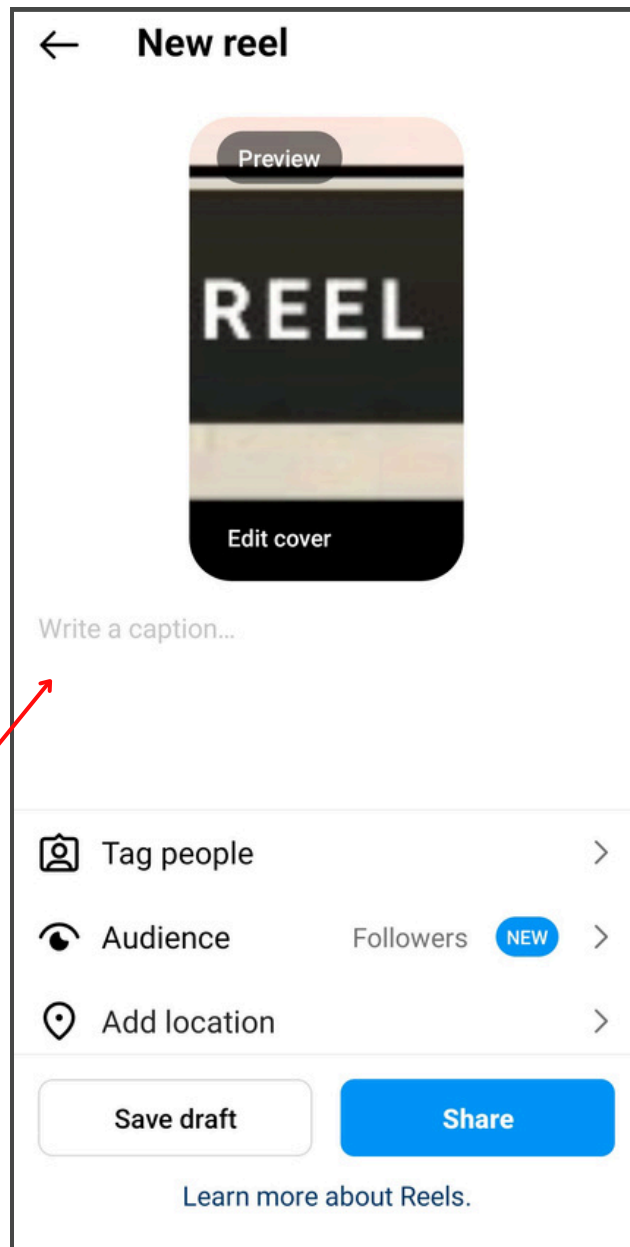


4. Click the ribbon to find your saved audio

*TIP #2*

*INCLUDE HASHTAGS IN THE CAPTIONS OF YOUR REELS (HERE'S HOW TO DO THIS:)*

Type relevant  
hashtags into  
the caption  
here



# INSTAGRAM REEL COVERS

With a faceless account, it is more important than ever to ensure you have a cohesive aesthetic that draws your audience in. Use the brand boards on the following pages as inspiration for your Instagram aesthetic. Click the links to go straight to the Canva template where you can edit the covers, colors, fonts, etc.!

## **\*BONUS\***

These cover templates look great cropped to the grid.



# JESSICA

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## COLOR PALETTE



## FONTS

Noto Serif Display ExtraC  
**AGRANDIR**

## EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

# SARAH

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## COLOR PALETTE



## FONTS

Cormorant Garamond  
**ROXBOROUGHCF**

## EXAMPLE REEL COVERS



[\*\*CLICK HERE TO ACCESS THE REEL COVER TEMPLATES\*\*](#)

# RACHEL

## COLOR PALETTE



## FONTS

RoxboroughCF  
**ITC MOTTER**

## EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)

# GRETA

## COLOR PALETTE



## FONTS

*TT Drugs*

**PRACHASON NEUE MON E**

## EXAMPLE REEL COVERS

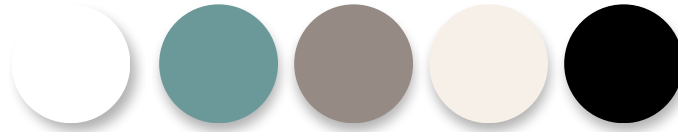


[\*\*CLICK HERE TO ACCESS THE REEL COVER TEMPLATES\*\*](#)

# MIA

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## COLOR PALETTE

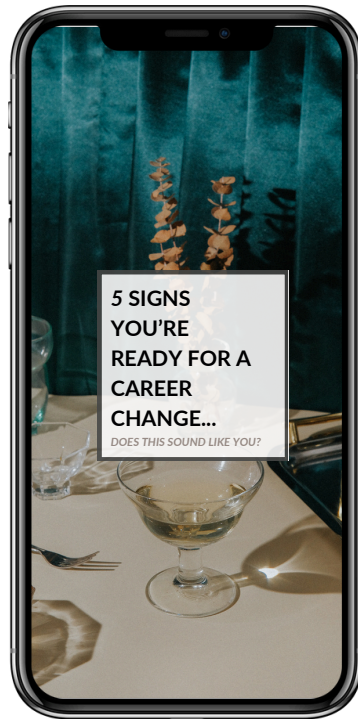


## FONTS

Lato

**LATO BLACK**

## EXAMPLE REEL COVERS



[\*\*CLICK HERE TO ACCESS THE REEL COVER TEMPLATES\*\*](#)

# SAM

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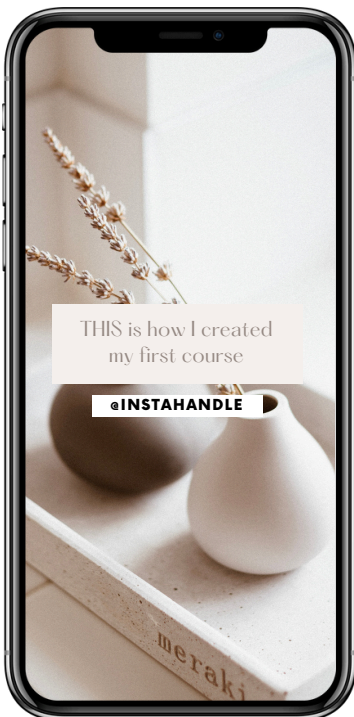
## COLOR PALETTE



## FONTS

Hatton  
**NOW**

## EXAMPLE REEL COVERS



[CLICK HERE TO ACCESS THE REEL COVER TEMPLATES](#)