LESSON 05

GROW ON SOCIAL MEDIA

Reels, Stories, and a 90-day content plan — everything you need to grow an audience without ever showing your face.

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WELCOME BACK

Your shop is ready. Now we bring people to it. This lesson turns three big topics — Reels, Stories, and content planning — into one simple system you can run in about an hour a day.

Everything here is built for faceless creators. No dancing, no talking to camera, no personal life on display. Just useful, on-brand content that quietly points people toward your shop.

A heads-up before we start: growth is steady, not instant. Most accounts need weeks of consistent posting before the numbers move. That is normal, and the plan in this lesson is built for exactly that pace.

> **GOOD NEWS**
>
> You do not need fancy equipment. A phone, natural light, and a free editing app cover everything in this lesson.

Warmly,
The Ghost Growth Lab team

YOUR LEARNING PATH

Here is where this lesson fits in your academy journey:

01	Find your niche	complete
02	Build your brand	complete
03	Create your first digital product	complete
04	Set up your shop & licenses	complete
05	Grow on social media	YOU ARE HERE
06	Email marketing made simple	
07	Your first-month action plan	
08	Track, budget & keep going	

> This is the longest lesson in the academy — bookmark it and come back as often as you need.

WHY FACELESS WORKS

People follow accounts that help them, teach them, or make them feel something. None of that requires your face. Some of the biggest accounts in the digital product space are run by people their audience has never seen.

WHAT FACELESS CONTENT LOOKS LIKE

- Text-on-screen Reels over simple video clips or stock footage.
- Screen recordings — showing a Canva design, a planner page, a before-and-after.
- Quote cards, tips, and carousels in your brand colors.
- Hands-only clips: writing, typing, packing an order, flipping through a workbook.

WHAT IT NEEDS INSTEAD OF A FACE

- A consistent look — your colors, fonts, and logo from Lesson 02.
- A clear topic — the niche you chose in Lesson 01.
- A steady rhythm — showing up on a schedule your audience can rely on.

> ### THE IDEA
>
> Your brand is the face of the account. When every post looks and sounds like you, people recognize you in their feed before they even read your name.

SET UP YOUR PROFILE

Before you post anything, your profile needs to answer three questions in five seconds: who is this for, what do they get, and where do they go next?

- Name field
  Use your brand name plus a searchable keyword, like “Ghost Growth Lab | Digital Marketing”. This field is searchable — your username alone is not enough.
- Profile photo
  Your logo, clearly readable as a tiny circle. No text-heavy versions.
- Bio, line 1
  Who you help and the result: “Helping beginners start a faceless digital business.”
- Bio, line 2
  What you offer: “Workbooks, templates & step-by-step lessons.”
- Bio, line 3
  A gentle call to action pointing at your link: “Start here ↓”.
- Link
  One link that matters — your shop or a simple link page. Send people to one clear next step, not five.

> Already have a personal account you want to convert? You can rebrand it — new name, photo, and bio — or start fresh. A fresh account with a clear focus often grows faster than a converted one with a mixed history.

YOUR FOUR CONTENT PILLARS

Every post you make should fit one of four pillars. Rotating through them keeps your feed balanced — helpful enough to follow, human enough to trust, and clear enough to buy from.

TEACH — Tips, how-tos, and quick wins from your niche. This is the pillar that earns follows. Aim for roughly half of what you post.

INSPIRE — Motivation, mindset shifts, and honest encouragement. This is what people save and share.

RELATE — The struggles and small victories of building something. “Nobody tells you this about starting out…” content. This builds trust.

SELL — Posts about your product: what it is, who it helps, what is inside. Keep this to about one post in five — enough to sell, not so much that people tune out.

> Stuck for ideas? The planning pages at the end of this lesson include a starter bank of hooks and 30 days of prompts to adapt to your niche.

REELS: THE BASICS

Reels are how new people find you. The algorithm shows them to non-followers, which makes them your main growth tool. The good news: the structure of a good Reel is always the same.

THE THREE-PART STRUCTURE

- Hook (first 1–3 seconds): one line of text on screen that makes the right person stop scrolling. “Three mistakes new Etsy sellers make” beats “Hi, welcome back to my page.”
- Value (the middle): deliver what the hook promised, fast. Three to five short points, one idea per screen.
- Call to action (the end): one clear next step. “Follow for more”, “Save this for later”, or “Link in bio for the full workbook.”

KEEPING IT SIMPLE

- Use free stock clips or simple phone footage as your background — steady shots, good light, nothing busy behind the text.
- Keep on-screen text large, high-contrast, and inside the center of the frame where buttons and captions will not cover it.
- Trending audio can help reach, but the hook matters more. Use trends only when they fit your brand.

> ### REMEMBER
>
> Watch time is the metric that matters most. A 7-second Reel that people watch twice beats a 40-second Reel they skip. When in doubt, make it shorter.

HOOKS THAT STOP THE SCROLL

Adapt these to your niche — swap in your topic and your audience's problem. Write your own versions on the lines.

“Nobody tells beginners this about ____...”

“I wish someone had shown me this before I started ____”

“Three mistakes that keep ____ stuck (and how to fix them)”

“Stop doing ____ if you want ____”

“The simple ____ that changed everything for me”

“You do not need ____ to start ____”

My three hooks, adapted to my niche:

A hook I saw this week that made me stop scrolling — and why it worked:

CAPTIONS & CALLS TO ACTION

The Reel gets attention; the caption deepens it. You do not need long captions — you need clear ones.

A SIMPLE CAPTION FORMULA

- Line 1: repeat or extend the hook so the caption makes sense on its own.
- Middle: one or two sentences of extra value, a quick story, or a step-by-step.
- Last line: one call to action. Just one.

CALLS TO ACTION THAT WORK

- “Save this for when you need it.” — great for teach posts.
- “Share this with someone who needs to hear it.” — great for inspire posts.
- “Comment GUIDE and I will send you the link.” — great for sell posts.
- “Follow @yourhandle for more like this.” — use sparingly, on your best content.

QUICK WORD ON HASHTAGS

Hashtags: use 3–8 relevant ones that describe your topic and audience (“digitalproductsforbeginners”, not #love). They help categorize your content, but they will not rescue a weak hook.

STORIES: WHERE TRUST IS BUILT

Reels reach new people; Stories warm up the people already following you. They disappear after 24 hours, which makes them perfect for casual, frequent, low-pressure posting.

A SIMPLE DAILY STORY RHYTHM

MORNING A question or poll sticker: “What is your biggest struggle with ____ right now?” Their answers are tomorrow's content ideas.

MIDDAY Something useful or relatable: a quick tip, a screenshot of what you are working on, a small win or honest struggle.

EVENING A soft pointer to your offer: “If today felt familiar, the workbook in my bio walks you through it step by step.”

STORY FEATURES TO USE

- Polls and question boxes — free market research from your own audience.
- Countdowns — for a launch or a new product drop.
- Highlights — save your best Stories into pinned collections: Start Here, Products, Results, FAQ.

DO NOT SKIP THIS

Reply to every message and comment you get, especially early on. Ten real conversations beat a hundred silent followers — and those conversations become customers.

YOUR WEEKLY RHYTHM

Consistency beats volume. Here is a realistic starter week — adjust it to your life, then protect it like an appointment.

MON	Teach Reel — a quick tip or how-to
TUE	Stories only — poll + behind the scenes
WED	Relate post — a carousel or text Reel about the journey
THU	Stories only — question box + answers
FRI	Teach Reel — your strongest idea of the week
SAT	Sell post — product spotlight or customer result
SUN	Rest, or plan next week's posts in 30 minutes

WORK SMARTER

Batch your work: film or design three posts in one sitting, then schedule them. One focused hour on Sunday can cover your whole week.

CREATE ONCE, POST EVERYWHERE

You do not need new ideas every day. You need one good idea, used well. One Reel can become:

- A carousel post — each point from the Reel becomes one slide.
- A Story sequence — the hook, the tips, and the call to action as three frames.
- A caption post — the script, lightly rewritten, with a strong first line.
- An email — the same idea, sent to your list (Lesson 06 makes this easy).
- A Pinterest pin — the cover frame with a keyword-rich description.

Keep a simple folder or note on your phone where every idea goes the moment you have it. Poll answers, customer questions, your own mistakes — all of it is content.

> **PRO MOVE**
>
> If a post performs well, make it again in a month with a new hook and a fresh look. Repeating what works is a strategy, not cheating.

YOUR FIRST 30 DAYS

Fill this in before the month starts. Keep it simple — one line per day is plenty.

DAYS 1–7 Set up your profile, post your first two teach Reels, and run daily Stories with a poll or question.

DAYS 8–14 Add your first relate post. Note which hook got the most watch time and make two more like it.

DAYS 15–21 Introduce your product with one sell post and one Story sequence. Soft, helpful tone — no pressure.

DAYS 22–30 Review your numbers: which posts got saves, shares, and profile visits? Plan next month around the winners.

My posting days each week, and roughly what time I will batch content:

My four content pillar topics for this month (one teach, one inspire, one relate, one sell):

MY CONTENT IDEA BANK

Start your idea bank here, then move it somewhere you will actually use — a phone note works perfectly.

Five questions my ideal customer is probably typing into a search bar:

Five mistakes I made (or see beginners make) in my niche:

Three things I could show on screen without ever showing my face:

Three strong opinions or myths in my niche I could gently push back on:

SOCIAL MEDIA CHECKLIST

Before you move to Lesson 06, make sure these are true:

- [ ] My profile name, photo, bio, and link are set up and match my brand.
- [ ] I know my four content pillars and have at least one idea for each.
- [ ] I understand the hook–value–CTA structure and have written three hooks.
- [ ] I have a weekly posting rhythm that honestly fits my life.
- [ ] I have planned my first 30 days at a one-line-per-day level.
- [ ] I have started an idea bank with at least ten entries.
- [ ] I know how I will repurpose each post into at least two formats.
- [ ] My Stories highlights (Start Here, Products, FAQ) are created or planned.

NEXT UP

Next up: Lesson 06 turns your growing audience into an email list you own — so your business never depends on an algorithm.



YOU DID IT.

You now have a complete, realistic system for growing an audience without showing your face. Post your first Reel before you start the next lesson — momentum loves company.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team