The Influencers Institute

FREE STARTER GUIDE

# IN FRONT OF THE CAMERA OR BEHIND THE CONTENT?

Find your starting point as an influencer or faceless creator.



THE INFLUENCERS INSTITUTE

FREE STARTER GUIDE

INTRODUCTION

# YOU WANT TO CREATE SOMETHING.

## Do you have to show your face?

You've seen people building audiences around their personality.

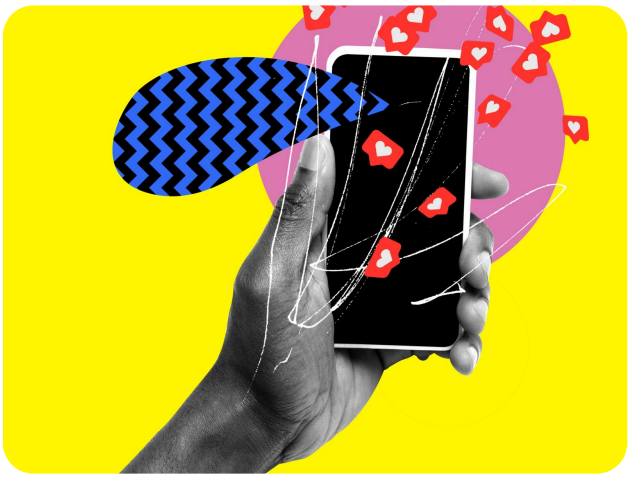
You've also seen channels where you never see the person making the content.

**Which approach would suit you?**

Both involve planning, making and publishing content. Both can take time to develop. Both need to give people a reason to pay attention.

The difference is how much your identity forms part of what people come for.

This guide will help you choose a starting point.





ROUTE ONE

# YOU ARE PART OF THE REASON PEOPLE WATCH

## THE INFLUENCER / PERSONAL-BRAND ROUTE

Your face, voice, experience, taste or personality is central to the content.

People might follow your cooking, commentary, style, humour, professional knowledge or everyday experiences.

Over time, they get to know your perspective.

You choose how much of your life to share. Having a personal brand doesn't mean making everything public.

### WHAT CAN WORK IN YOUR FAVOUR

**Your experience gives you material.**
You can draw on what you know, notice, practise or live through.

**Your personality can make familiar subjects interesting.**
Someone else may cover the same topic, but your explanation, humour or point of view gives people a reason to choose you.

**People can build a connection with you.**
That connection may support a community, relevant partnerships, services or products.

**Some formats are simple to start.**
A useful demonstration or clear explanation can be made with a phone and a manageable setup.

### WHAT YOU NEED TO CONSIDER

**Being visible can feel uncomfortable.**
Recording yourself is a skill you may need to practise.

**Your public identity becomes connected to the account.**
Think about privacy, personal boundaries and what you're comfortable having strangers know.

**The project may depend heavily on your availability.**
If every piece requires you to appear, your time becomes part of the production limit.

**Public reactions can feel personal.**
You'll need a way to handle criticism, attention and pressure to share more.

### THIS ROUTE MAY SUIT YOU IF…

You enjoy explaining, performing, demonstrating or expressing a point of view, and you're willing to become recognisable through your work.

ROUTE TWO

# THE SUBJECT IS THE REASON PEOPLE WATCH

THE FACELESS-CREATOR ROUTE

You build content around a topic, format, story or result without making your face central to it.

Examples include:

- Screen-recorded tutorials.
- Narrated explainers.
- Hands-only demonstrations.
- Original animation.
- Researched stories using suitable visuals.
- Product walkthroughs.

Faceless doesn't have to mean voiceless. You can narrate your own work and develop a recognisable style.

## WHAT CAN WORK IN YOUR FAVOUR

**You can keep your face out of the content.**
That may make publishing more comfortable and help you maintain personal boundaries.

**You can focus on making and explaining.**
Research, writing, design, narration and editing can become the strengths of the account.

**Some production tasks can be shared.**
A clear format may eventually let other people help with scripts, editing or visuals.

**You can build a recognisable brand around a subject.**
People can return because they value the information, presentation or experience.

## WHAT YOU NEED TO CONSIDER

**Faceless content still needs an original contribution.**
Removing your face doesn't remove the need for a useful idea.

**Production can take considerable time.**
Research, scripts, narration and relevant visuals all need attention.

**You need a clear reason for people to choose your version.**
Your research, explanation, style or practical value has to carry the work.

**You must check your assets and information.**
Online material isn't automatically available to reuse. AI output also needs checking.

**Privacy needs more than keeping your face off camera.**
Your voice, account details, screen recordings or background information may still reveal things about you.

### THIS ROUTE MAY SUIT YOU IF...

You enjoy researching, writing, teaching, designing or editing, and prefer the subject to take centre stage.

COMPARE THE ROUTES

# WHICH FITS YOU BETTER?

| ASK YOURSELF | INFLUENCER / PERSONAL BRAND | FACELESS CREATOR |
|---|---|---|
| **What attracts me?** | Sharing my perspective and connecting directly | Building something around a subject or format |
| **What do I enjoy making?** | Presentations, demonstrations, conversations | Scripts, explainers, visuals, edited stories |
| **What feels hardest?** | Being visible and setting public boundaries | Producing enough original, worthwhile material |
| **What do I want people to remember?** | Me and what I stand for | The channel and what it delivers |

You may recognise yourself in both columns.

A cooking account can begin with hands-only videos and introduce the creator later. A personal brand can use screen recordings, illustrations and voiceovers.

Choose an approach you're prepared to test.

MONEY

# WHAT ABOUT MAKING MONEY?

Either route can support a business, but an account alone doesn't create one.

There needs to be something worth paying for and someone willing to pay.

Possible routes include:

- A brand paying for relevant sponsored content.
- A client paying you to make content for its own channels.
- An audience buying a useful product or service.
- Affiliate commissions on qualifying purchases.
- Platform payments, where available and eligible.

Making content for a client is different from being paid to reach your own audience. You may be able to offer production skills before building a large following, provided you can demonstrate the work and deliver the agreed service.

**Start by learning what you can make well and who it serves.**

TRY IT

# MAKE YOUR CHOICE WITH A SMALL TEST

Thinking about it will only tell you so much.

Choose one subject you know enough about to make something useful.

Then try two simple versions:

### TEST ONE: PUT YOURSELF IN IT

Record a short explanation, demonstration or opinion with you on camera.

### TEST TWO: LET THE CONTENT LEAD

Explain the same idea through a screen recording, hands-only demonstration, narration or suitable visuals.

You can keep both private while testing how they feel to make.

Now ask:

- [ ] **Which version communicated the idea better?**
- [ ] **Which did I enjoy making?**
- [ ] **How long did each take?**
- [ ] **Which would I be willing to make again?**
- [ ] **What would I need to improve?**

Your starting route is the one you're prepared to do the work for.

YOUR PAGE

# YOUR FIRST DECISION

**The subject I want to explore is:**

**The people I want to reach are:**

**I'll begin with:**

- [ ] An influencer / personal-brand approach.
- [ ] A faceless approach.
- [ ] A small test of both.

**My first piece of content will help someone:**

**I'll make it on:**

THE EIGHT-WEEK WORKBOOK

# NOW PROVE IT TO YOURSELF

You've chosen a starting point.

The next step is to build something with it.

**PROVE IT TO YOURSELF** is our eight-week workbook for influencers and faceless creators.

Each week gives you:

- One clear job.
- Practical examples for both routes.
- A defined finish line.
- Space to record what you made and learned.

**Choose your project. Make your content. Publish it. Improve it. Build a process you can repeat.**

**Find the workbook and your next step at www.theinfluencersinstitute.co.uk**