

START HERE / YOUR SMALL DAILY SYSTEM

Build trust. One idea at a time.

A faceless Instagram playbook for aspiring EgoProjekt Missionaries. Original work, useful conversations and a clear next step.

THE ONE RULE

One micro-brand. One audience. One daily idea. One capture page. One Automatic Seller Machine.

Your face is optional; your point of view is essential. Share what you notice, try and learn, using your own words, examples and visuals. Organic reach costs no ad spend, but it takes time; growth and sales are not guaranteed.

Your route - unlock one skill at a time

- 0 / Set up - Make the profile and email journey work.
- 1 / Simple posts + comments - Build a calm publishing habit first.
- 2 / Stories - Let people see your process.
- 3 / Carousels - Make one lesson easy to save.
- 4 / Reels - Show one idea in motion.
- 5 / Relationships - Add permission-based DM habits.
- 6 / Improve - Find the next useful change in your numbers.

30 MINUTES IS ENOUGH TO START

5 min choose an idea + 15 min create + 10 min reply/comment. At later levels: 25 min create + 10 min Stories + 15 min relationships + 10 min review = 60 min maximum. On review day, review replaces creation time.

No catching up. Aim for five publishing days and one short review each week; rest when needed. New formats replace ordinary posts, never stack on top. The level gates are practice targets, not Instagram rules. Stay on Instagram until your routine and tracking work for four steady weeks.

LEVEL 0 / SPLIT SETUP INTO TWO SHORT SESSIONS

Make the right person feel at home.

Your profile should answer: Is this for me, and what can I do next?

- ☐ Choose one audience and transformation. Specific people recognize a relevant promise faster than a general money-making pitch.

Example: Busy beginners who want to replace scattered online-business research with one manageable daily routine.

- ☐ Pick a readable username and clear name field. A memorable handle helps people return; the name field explains the topic.

Example only: @quietbuildnotes | Quiet Build Notes - Simple Online Systems. Check availability; avoid random numbers, vendor lists, income claims or implying you are the official brand account.

- ☐ Use one recognizable profile image. A simple original monogram or approved brand asset stays legible at small size.
- ☐ Write a three-part bio: audience + value + next step. Visitors need a concrete reason to follow and click.

BIO EXAMPLE - ADAPT IT

Simple online systems for busy beginners.

An EgoProjekt Missionary | by POWRMission

Get the free starter plan below.

Use the affiliation only when accurate, and offer only a resource your capture page actually delivers.

- ☐ Choose a public Creator profile for this workflow. Public discovery and the professional dashboard support learning from results.

Look under profile menu / Settings and activity for account type or professional tools; labels vary. Review contact/category display, use a dedicated email and enable two-factor authentication. Check Account Status and dashboard guidance regularly to spot restrictions and relevant advice.

WRITE YOUR CHOICE

I help _____ move from _____
to _____ through _____.

LEVEL 0 / THE LINK + TRUST CHECK

One clear next step.

EgoProjekt and POWRMission frame the mission; your audience's progress is the promise.

- ☐ Add your own capture-page URL in Edit profile > Links. One destination reduces decisions and attributes opt-ins to your profile.
- ☐ Match the page to your bio promise. A visitor is more likely to continue when the promised resource is immediately recognizable.
- ☐ Test the full journey on your phone. A working form, delivery email and follow-up prevent losing interested people.

Use a test address you control: profile link > capture page > form > confirmation if used > resource email > Automatic Seller Machine. Ask the mission owner to fix missing access, unclear promises or broken delivery before promoting it.

Protect trust from the first post

- ☐ Use original or properly licensed content and music. Credit alone does not give permission, and copied material can limit discovery. [1, 2]
- ☐ Keep engagement voluntary and human. Bought followers, engagement swaps, repeated comments and unsolicited sales DMs undermine trust and can break platform rules. [1]
- ☐ Be truthful about identity, offers and results. Faceless branding works best when people can trust the person behind the words.

Never invent testimonials, earnings or a successful lifestyle; label hypothetical examples. Do not use guaranteed-income promises or recruitment hype. HBA, Zilara, Udimi and LeadsLeap belong in the backend where relevant, with accurate explanations of costs and fit.

- ☐ Disclose affiliate or paid relationships clearly. Readers need to understand your commercial interest; use the paid partnership label when required, alongside clear disclosure. [3]

Example disclosure: "I may earn a commission if you buy through my link." Put it with the endorsement, not only in the bio. Make email signup expectations clear, provide privacy information and an easy unsubscribe; use the mission-approved consent setup.

UNLOCK LEVEL 1 WHEN...

- ☐ Profile clearly identifies the audience. ☐ Bio and page match.
- ☐ Test signup and email delivery work. ☐ Original content is ready.

LEVEL 1 / FIRST FIVE PUBLISHING DAYS

One useful post. A few real conversations.

Start with a single image or text card. Keep the design familiar so making the next post gets easier.

- ☐ Choose one tiny audience problem. One focused idea is easier to understand and finish.
- ☐ Make one original card or photo plus a short caption. Your example gives a simple post personality and practical value.
- ☐ Use a clear opening, one lesson and one invitation. A small complete message gives people a reason to respond.

MINI POST - USE YOUR OWN EXPERIENCE

Card: "Choose tomorrow's task before you close your laptop."

Caption: "I used to start by browsing. Now I write one next action before logging off. Try choosing a task you can finish in 15 minutes. What would yours be?"

Only use the first-person story if true; otherwise frame it as a suggestion.

- ☐ Read relevant posts and leave 3 thoughtful comments if time allows. Specific contributions can start relationships with people who share your interests.

Comment example: "The single-task idea helped me narrow my plan. How do you choose what to postpone?"
Respond to the actual post; no pasted pitch, link drop or follow-for-follow. Three is a practice target, not a platform-safe limit.

- ☐ Reply to real comments from day one. Acknowledging people makes the profile feel alive and attentive.

YOUR 30-MINUTE CHECKLIST

- [] 5 min choose one seed and personal example.
 - [] 15 min make and publish one simple post.
 - [] 10 min answer replies and join relevant conversations.
- Stop when the timer ends; a missed day needs no makeup post.

DO NOT ADD STORIES UNTIL...

You have published five simple posts across at least five days, can finish the routine in 30 minutes, and can explain who each post helps. No follower threshold is required.

LEVELS 2 + 3 / ADD ONLY AFTER EACH GATE

First connect. Then teach in steps.

Keep the same daily idea. Change its presentation only when the current routine feels easy.

Level 2 / Stories - a window into your process

- ☐ Add 1-3 Story frames on three days this week. Small behind-the-scenes moments help existing viewers get to know your perspective.

Try: 1. Your own desk photo: "Today I'm choosing one task." 2. Show the checklist. 3. Ask "What is your one task?" or use a relevant poll. Hide private information. Use a link sticker only when the page genuinely helps with this topic.

- ☐ Read and respond to Story replies. A question becomes a relationship only when you listen to the answer.

LEVEL 2 GATE

Do not add carousels until you have shared Stories on three days, handled any replies and stayed under 40 minutes daily for a week. With no replies, simplify the question and continue practicing; replies are not a pass/fail test.

Level 3 / Carousels - one small lesson, several cards

- ☐ Replace one ordinary post with a 5-card lesson. A sequence gives readers room to follow and revisit a useful process.

Example: 1. "Turn one idea into a useful post." 2. Name one problem. 3. Show one real example. 4. Offer one small action. 5. "Which step would help you today?" Use large text, contrast and one point per card.

- ☐ Reuse a simple visual template, but write fresh substance. A familiar layout saves time while your own lesson keeps the content original.

LEVEL 3 GATE

Do not add Reels until you have made two readable carousels on separate days, each within a 25-minute creation block, while keeping the whole routine under 45 minutes. Return to simpler posts whenever needed.

LEVEL 4 / OPTIONAL MOTION, SAME IDEA

Make your idea visible.

Faceless Reels can use your own hands, workspace, screen recordings, diagrams or text with a useful demonstration.

- ☐ Replace one feed post with a short Reel. A clear demonstration gives people another way to discover and understand your idea.
- ☐ Show the problem or useful outcome immediately. A specific first frame helps viewers decide whether to keep watching.
- ☐ Use a simple beginning, demonstration and next step. One coherent idea is easier to follow than a stream of unrelated clips.

A 15-30 SECOND PRACTICE SCRIPT

First frame: "Too many tasks? Try this."

Show: your own handwritten list of six tasks.

Demonstrate: circle one that fits 15 minutes.

Close: "Choose one finishable task for tomorrow."

Use your own footage and optional voiceover; readable text can carry the message without showing your face.

- ☐ Add readable captions and check the sound-off version. People should understand the lesson even when they cannot hear it.
- ☐ Use audio you own or have permission to use commercially. Available music is not automatically cleared for every promotional use. [2]

Preview before posting: no private screen details, tiny text, clipped words or unsupported claims. Keep important text away from screen edges and interface buttons. Do not rely on trending audio or hashtags to rescue an unclear idea.

LEVEL 4 GATE

Do not expand the relationship routine until you have made three clear Reels across at least one week and can stay within 60 minutes daily. If video feels heavy, remain with earlier formats; no format guarantees reach.

A mature week can stay small: 2 simple posts + 1 carousel + 1 Reel + 1 post in your easiest format; Stories on 3 days. This is five feed posts total, not five of every format.

LEVEL 5 / PERMISSION BEFORE PROMOTION

Have a conversation. Offer a next step.

Basic replies started at Level 1. Now add a deliberate 10-15 minute relationship block inside your daily limit.

- ☐ Start with a person's actual question. Relevant help creates trust before an offer enters the conversation.
- ☐ Ask before sending a promotional link. Permission makes the next step welcome instead of intrusive.

A SIMPLE DM EXAMPLE

They ask: "How do I stop jumping between tools?"

You: "What part feels most scattered right now?"

Then: answer their specific question with one useful step.

If relevant: "The starter plan covers this. Would you like the link?"

If yes: send your capture-page link and say what they will receive and that signup includes follow-up emails. Disclose any relevant commercial interest.

- ☐ Respect silence and no. A person's lack of interest is a boundary, not a reason to increase pressure.

A poll vote or follow is not consent to a sales pitch. Do not scrape users, send bulk DMs or repeatedly chase a non-response. Follow up only when invited or agreed. Never add a DM contact to an email list yourself.

- ☐ Offer the mission when the person shows genuine interest. Missionary participation should follow understanding of the work and expectations.

Example: "If you enjoy helping beginners and want to learn the same process, I can explain the mission and what participation involves." Explain actual responsibilities, costs and support before they decide; use only verified mission information.

THE BACKEND DOES THE EXPLAINING

Helpful content > profile > capture page > email relationship > Automatic Seller Machine > suitable offer > customer > optional Missionary.

The sequence is a planning model, not a forced path; some people join at a different point. Vendor names are tools, not the profile's identity.

LEVEL 5 GATE

Move to full optimization after a week of calm, permission-based replies with a tested signup journey. If conversations are scarce, practice the wording and review discovery; never manufacture conversations to pass a gate.

LEVEL 6 / A 15-MINUTE WEEKLY REVIEW

Measure the next step, not your worth.

Use one weekly date range. Start recording in week one; use this page to make decisions when the habit is stable.

Reach > Engagement > Profile Visits > Link Clicks > Opt-ins > Buyers > Missionaries

This is a diagnostic path; the counts are not a perfect person-by-person funnel.

SIGNAL	WHAT TO RECORD / WHERE	LAST	THIS
Reach	Accounts reached / Instagram	___	___
Engagement	Likes + comments + saves + shares / IG	___	___
Profile visits	Profile visits / Instagram	___	___
Link clicks	External link taps / IG or tracked link	___	___
Opt-ins	New confirmed subscribers / email tool	___	___
Buyers	Unique attributed buyers / sales records	___	___
Missionaries	New confirmed participants / mission log	___	___

Week: _____ Posts: _____ Days within time limit: _____ / _____

Best topic: _____ Useful audience question: _____

Use a consistent tagged capture link if supported (for example `utm_source=instagram`), and test that attribution reaches the email/sales records. Mark missing metrics N/A, not zero. Count engagement actions consistently; taps can repeat and sales can arrive later.

☐ Find the earliest weak step and choose one change. A single change makes next week's result easier to interpret.

Low reach: check Account Status, topic and opening. Reach without interest: make the example more useful. Visits without clicks: clarify bio and resource. Clicks without opt-ins: test the page and promise. Opt-ins without buyers: review delivery, offer fit and follow-up with the owner. Buyers without Missionaries: ask about interest; participation is optional.

NEXT WEEK - ONLY ONE EXPERIMENT

I will change _____ because _____.

I will watch _____ for the next 2-4 weeks.

Repeat: _____ Simplify: _____

Compare several weeks before judging small counts. For a directional signup rate use opt-ins / tracked visits from the same source and period; 0 visits means N/A. Instagram taps and page visits may differ. No universal conversion target is promised.

QUICK REFERENCE / KEEP BESIDE YOUR PHONE

Your daily reset.

Use the companion for ideas, not as another task list.

- ☐ Pick one seed that fits your audience today. Relevance matters more than staying on a numbered calendar.
- ☐ Add one true detail, example or observation. Your contribution makes the seed yours.
- ☐ Use only a format you have unlocked. Skill grows faster when you are not learning everything at once.
- ☐ Choose one next action for the reader. A single useful question or invitation keeps the message clear.
- ☐ Publish, reply and stop at the timer. A repeatable habit is easier to maintain than a burst of activity.

IF YOU FEEL OVERWHELMED

Return to Level 1 for a week. Make one simple post on your planned days and answer people. Keep one audience, one idea and one destination. The next level can wait.

Platform references / checked 15 September 2026

[1 / Meta Community Guidelines - spam and conduct](#)

[2 / Instagram copyright guidance](#)

[3 / Instagram branded content and affiliate links](#)

[4 / Meta recommendation guidelines](#)

[5 / Instagram creator Best Practices hub](#)

Platform features, menus and eligibility vary and change. Check the current in-app Help, Account Status and professional dashboard. Content allowed on Instagram is not necessarily eligible for recommendations; eligibility does not guarantee distribution. [4, 5]

This playbook's schedules, format lengths and level gates are teaching choices, not algorithm promises. Organic publishing can start without paid software; any backend tools or offers may have separate costs.