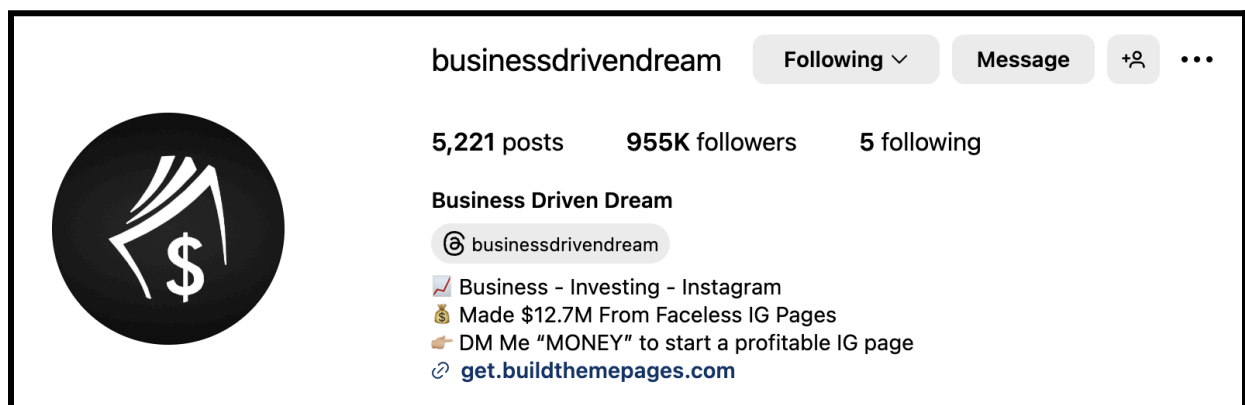


Attention: Aspiring online business beginners & cash flow respectors...

Presenting:

THE THEME PAGE PLAYBOOK

*Make 6 Figures A Year, Own Millions Of Followers, And
Build A Sellable Asset, Without Ever Showing Your
Face*



Dear cash flow appreciator,

Running an online business used to make you an outsider. You'd tell people about your fully remote \$24k/mo business and they'd look at you wide eyed like you're a wild animal.

Not anymore.

Online business has exploded in popularity since the corona shutdown 4 years ago, now it seems like everyone and their Grandma is running up a dropshipping store or trying to be an appointment setter.

The bad news? More competition.

The good news? Most people are scrambling to succeed in the same 4-5 business models that worked 5 years ago when only a select few knew about them.

Let's break them down:

>> **Sales** - If you could see the number of appointment setters in my DMs begging for a job with the exact same outreach script, you'd go running for the hills. There are very few good offers and 1000s of people who want to work on them. Horrible supply to demand ratio. You're also working on someone else's time. You take calls when they tell you to, very little agency.

>> **Copywriting** - Copywriting was extremely lucrative 4-5 years ago, in the pre-Tate era of online business. Tate's Hustler's University (now "The Real World") created thousands of new copywriters, all of whom are going for the exact same clients. Again, there are many great copywriters, few great offers. You're also trading in 1 boss for 4-5. If you're okay with this, it's not a problem, but most people hate having clients.

>> **Dropshipping** - Speak to anyone who's built a successful online business, 9 out of 10 of them will tell you about the dropshipping store they tried to start and failed. And that was years ago. It's even more difficult

today because there are so many people doing it. It's also a complex business model with a lot of moving parts that requires significant upfront investment to get started. Not good for beginners.

>> **B2B Agency** - Lead gen, paid ads, SEO... similar story to copywriting. You can succeed with these businesses, but you're fighting an uphill battle against 100s of well established players. They're also a little soul destroying, zero creativity or flair involved and having to deal with clients who can trade you in at any time for the next guy offering the same service.

>> **Growth operating** - Good business model, but highly advanced. You need a full stack skillset for this to work. Way harder than it's made out to be.

This is what everyone goes for when they start. Some people succeed, the vast majority fail. Why?

One word: POSITIONING.

Would you rather try to sell ice to eskimo's or water to a guy who's been stranded in the desert for 2 days? Exactly.

Dan Bilzerian's story is a great illustration of this.

Most professional poker players go broke. Why? Because they're trying to be the best. And the only way to be the best is to play against the best players. In other words, they're choosing the most difficult way to make money. Fighting an uphill battle.

Dan Bilzerian didn't care about being the best, he cared about making money. So instead of playing against great poker players, he played against rich guys who sucked at poker.

That's positioning.

Step 1: Know what you're optimizing for

Step 2: Choose a strategy that makes getting that thing as easy as possible

In our case, we're optimizing for CASH COLLECTED.

And so we need a strategy that is optimized for where the most amount of cash is flowing with the least possible risk.

If risk wasn't a factor, you might consider becoming a crypto meme coin trader. Lots of cash is flowing there, but it's cyclical, and the probability of wasting your time and coming out with \$0 is far too high for anyone who's serious about building real wealth.

We need somewhere where cash is flowing in increasing quantities, where demand is outpacing supply, and where the long term trajectory of the market is guaranteed to go up, so you're well positioned for the next decade.

There's only one market that meets all of this criteria with a low enough barrier to entry that someone without advanced knowledge or skills can enter & start making serious money fast:

SOCIAL MEDIA.

Social media is your Golden Ticket. Everyday, more money is flowing away from traditional advertising & commerce, towards people who own social media attention a.k.a. Large followings.

In 2024, the people who get rich the fastest are the ones who control the most social media attention.

Look at Logan Paul with Prime.

The Rock with Terremana Tequila.

Nelk with Happy Dad.

Conor McGregor with Proper 12.

Kylie Jenner with Kylie Cosmetics.

You don't need to be an A-list celebrity or own a physical product, what's important is the mechanism at work.

Social media attention + the right offer = \$\$\$

So what's the play? How do you actually get this going? You have 2 options:

→ **Personal brand:** To build a successful personal brand you need to be an expert/authority in something with tangible achievements you can point to as proof of competence. If you try to build a personal brand as a beginner with nothing to show for yourself, you'll be fighting an uphill battle. It's a poor use of your time.

→ **Faceless IG page:** If you don't fit the criteria to build a personal brand, the highest ROI use of your time is building a faceless IG page. You can build a faceless IG page as a beginner because it's not tied to your personal authority or achievements. Down the line, you can build a personal brand based on the success of your faceless IG page business (that's what I did). For now, focus on generating cashflow in the most effective way possible.

This doc is all about how to build your first faceless IG page to \$4k/mo.

Here's who it's for:

1. **Complete beginners** - you've never tried any online business before, but you're finished watching from the sidelines as everyone else prints cash.
2. **Online business owners** - you already have a source of online income but it's not doing it for you. Not enough cash, not enough freedom, don't feel like you're building anything, etc. You're looking for something to build on the side then eventually transition to full time.
3. **Faceless page owners** - you already own a faceless IG page but it's not working how you want. Engagement isn't there, following isn't growing anymore, you don't know how to monetize it effectively. Whatever the problem, it's not working and you're looking for answers.

The next question in your mind might be *"how long until i'm making \$4k/mo?"*

The answer: *How long is a piece of string?*

Seriously though, it depends on how hard you work, how well you apply the information inside this training, your level of FOCUS and commitment.

I was obsessed when i started my first page. It took me 4 months to hit 100k followers and not long after that i hit \$10k/mo. As a general guideline for how much you'll make:

100k followers = \$3k/mo

500k followers = \$8k/mo

1M followers = \$12k/mo

2M followers = \$20k/mo

5M+ followers = \$30k-100k/mo

These are ESTIMATES based on my personal experience running a network of 19 pages & being in the space for 5yrs.

Some things to take into consideration:

- These are conservative estimates, you can make more if you're smart, have the right guidance and position your page properly from the beginning with the right offer
- Theme pages can grow FAST because you're posting a high volume of proven content
- The faster you grow, the faster you grow (compounding effect)

Here's a better question: if the end result of:

- Making \$4k/mo online
- Having the freedom to work wherever & whenever you want
- Doing work that makes you excited to wake up in the morning
- With the potential to continue scaling to over \$50k/mo

If all of that was guaranteed, how much time & effort would you be willing to put in? Would you work for 12 months? That's something you have to decide.

I can tell you as someone who's eclipsed all of those milestones and now lives a life of freedom, it's worth more than 12 months of effort. Way more.

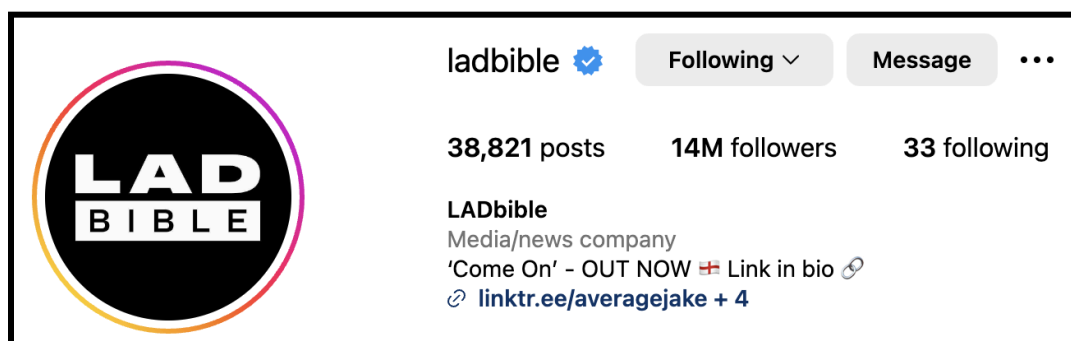
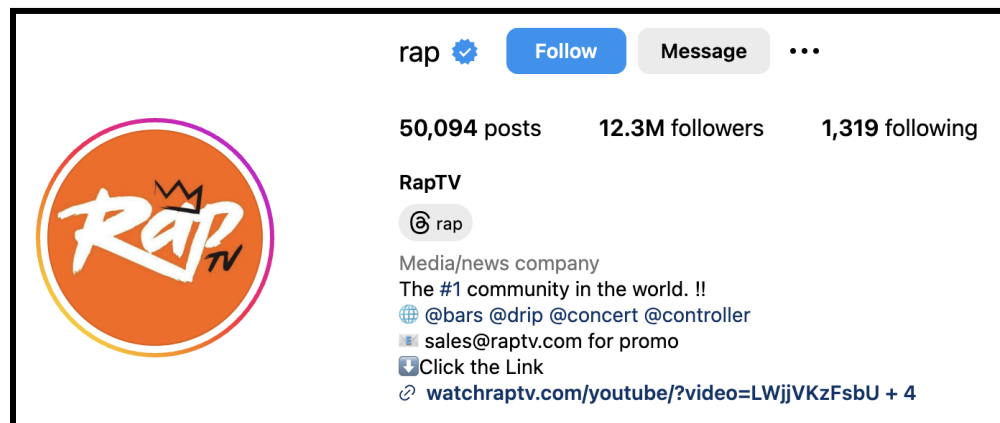
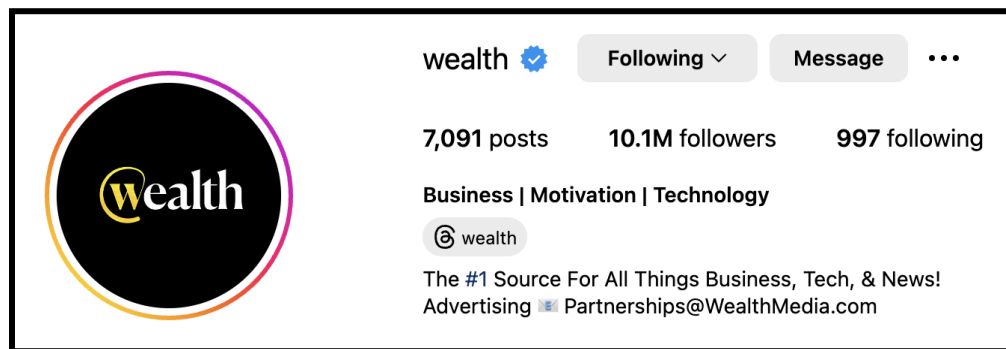
Fortunately, 12 months should more than do it, provided you do what needs to be done.

Now let's dive deeper into...

INSTAGRAM THEME PAGES

Theme pages (*aka faceless pages*) are IG pages dedicated to posting content around a specific subject.

You might know some of the most famous ones like @rap, @ladbible, or @wealth...



Regardless, they all have a few things in common:

- They're faceless
- They post content around a consistent topic
- They print \$\$\$ (*when done right*)

And as the OWNER of theme pages, they allow you to:

- Work wherever you want
- Stay anonymous
- Work for yourself
- Set your own hours
- Make money without creating a product
- Make automated income (*eventually, not in the beginning*)
- Learn important skills (*social media attention, sales, negotiation*)
- Position yourself for success in the next decade

Theme pages were the first successful business I ever started, and to this day I still operate a network of 19 pages with millions of followers.

I spend around 1hr/week working on them (*my team takes care of the rest*) and combined they make me around \$31k/mo.

At this point it's a side hustle for me. Something i work on in my spare time outside of my 7-figure coaching & consulting business.

Here's the journey:

The Road To 1,000,000 Followers

Confession:

I don't have 1,000,000 followers on this account (*many millions combined across my network of pages*).

But I'm pretty close...



This is one of the many Instagram theme pages I own and at some point in the next month or two it'll cross the 1M mark.

A big achievement...

Even more so considering I started this page from scratch 5 years ago and it's gone through countless ups and downs such as being banned multiple times, shadowbanned other times, top performing posts being taken down, copyright strikes, bombarded with bots and other spam etc.

For context: some people choose to buy established pages and build from there to avoid the pain of getting initial traction.

I've done it myself...

But not this one.

This was the first theme page I ever started, back before I had the capital to buy a page.

At the time I was working 9-5 at a car dealership in upstate New York. I didn't know ANYTHING about online business, except that the people doing it were making outrageous sums of money and I wanted a slice of the pie.

Nothing could stop me from working back then.

Before work I was making content, during work I was posting content with my phone under my desk, after work I was making content, posting content, and learning about online business.

Now, the page that freed me from my 9-5 and kickstarted my journey into online business is about to cross 1,000,000 followers...

But that's just the icing on the cake.

The REAL victory is the consistent & increasing cash flow this page has generated for the last 4 years (*and continues to generate*).

For the last 3 years this cash flow has been automated with VAs...

So I've had **5-figures a month coming in automatically** that I've been able to invest every month like clockwork into crypto/stock investments.

Now I'm 25 with a 7-figure net worth.

This is the goal.

Not just fast cars and high rise apartments... REAL WEALTH.

That's what theme pages can do for you. Not some pump and dump cash grab scheme... but rather a source of sustainable & increasing cash flow

that you can invest into assets in order to set yourself (*and your family*) up for life.

Saturated? Impossible...

At this point you might be thinking...

“You got into the game 5 years ago and are now riding the momentum, it’s not the same today, there’s more competition”

You’ve probably seen a few theme pages whilst scrolling Instagram and marvelled at how many there are.

And here’s the thing:

You’re RIGHT.

There *is* more competition.

Not as much as other, more obvious business models... but there are a lot more theme pages today than there were when I first started.

However, you can’t look at this metric in isolation and get an accurate picture.

In any market, there are 2 key variables at play: Supply & Demand.

In the case of theme pages, supply has gone up... yes.

But DEMAND has gone through the f*cking roof, far outpacing the increase in supply.

It’s actually insane to watch.

People have a voracious appetite for content, and every year the total userbase of Instagram is increasing.

Right now it's at 2,350,000,000 users.

The average time spent on Instagram as of 2023 is 29 minutes per day. In 2019 the average time was 15 minutes so usage has basically doubled in only 4 years.

And remember: this is the AVERAGE time across all age groups.

If the average was calculated for 18-38 year olds - the people who consume the most theme page content - it'd be much, much higher.

This trend is only going to accelerate as more of the generations who grew up *without* social media are replaced by the ones who did.

This is the kind of data you want to see when evaluating a business model...

And any businessman worth their salt will tell you that markets where growth in demand is far outpacing growth in supply are RIFE with opportunity.

To recap:

- Theme pages are still relatively unknown and there's almost no one talking about this business model
- There's no income ceiling, you can scale them to \$100k/mo and much further
- Once you have traction & are making money, you can automate 99% of the business very easily with cheap VAs

- Consistently investing cash flow from theme pages into assets is a proven path to real wealth (I've done it)
- Growth in demand for theme page content is far outpacing growth in supply, so even though there's more pages than ever, there's also more opportunity than ever

How Faceless Theme Pages Work

Now you understand what theme pages are, you know this is an opportunity to make life-changing money, and you realize there's a gap in supply waiting to be filled...

What now?

Now I'm going to give you my playbook.

The playbook that I've developed over the last 5 years of building, buying, and monetizing Instagram theme pages.

Acquiring millions of followers and generating multiple 6-figures in PROFIT every year on autopilot.

Before I get into the training, understand that this might not be for you.

This opportunity is perfect for someone who:

- >> Is younger
- >> Newer to online business
- >> Not a professional yet
- >> Doesn't have any high value skills to sell

*** (or you are an established business owner who wants to build an organic network of traffic that you own - very rare but i wanted to include this)*

Why?

1. Theme pages are as simple as it gets - no clients, no fulfillment, no sales calls, very few moving parts
2. You can be 100% anonymous
3. It doesn't take a ton of time, so you can build your network alongside school/work

That's not to say theme pages aren't valuable to someone more experienced.

If you sell a physical product or want to grow your personal brand... theme pages are one of the best ways to acquire niche traffic.

(Traffic that you can redirect wherever you please.)

But, if you're already making 5-figures a month from a different business, you'll get better returns doubling down on that vs. splitting your focus.

The \$85,000,000 Deal

Maybe you're getting into online business because you want a little bit of extra cashflow... and that's great.

However, the higher you go, the higher you'll realise you CAN go.

Eventually you'll see that cashflow isn't enough.

You need to build REAL wealth...

And while cashflow is great, it's not enough to build the kind of fortune you need to truly be free in this modern world.

I'm talking about deca-millionaire status.

In 99% of cases, reaching those heights requires a liquidity event.

A.k.a. the sale of a business.

When people think of liquidity events, they typically think of clothing brands, physical products, or tech...

And rightly so.

Until quite recently, these were the only businesses with real asset value that could be sold.

But not anymore.

The game has changed.

Social media attention is the future of business and legacy corporations are just starting to wake up to it.

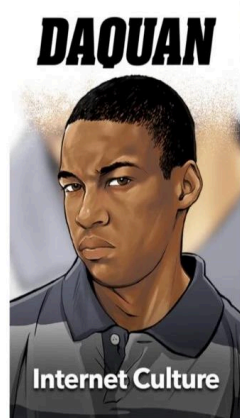
Case in point:

Back in 2020, Warner Bro's (*the studio that produced all the Harry Potter movies*) acquired a MEME page network for \$85,000,000.

WHY WARNER MUSIC GROUP JUST PAID \$85M FOR A COMPANY THAT MAKES INSTAGRAM MEMES

AUGUST 16, 2020

BY TIM INGHAM



Bear in mind that this network was started by a regular guy from Calgary, just like you or me, tapping away at an iphone in his bedroom.

A few years & 40M followers later, one of the biggest movie studios in the world paid him almost 9-figures for it.

That should tell you everything you need to know about the opportunity in front of you.

You're not just building an online income...

You're building an asset that you can potentially sell in a few years time for MILLIONS of dollars (if you choose).

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STOP HERE: if you want to "skip the line" getting to \$4k/mo with a faceless IG page, we have a 1on1 mentorship for serious people who want results

fast. DM me “FACELESS” on Twitter to get started (serious candidates only).

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How You Can Start:

1. *Pick your niche:* You have 3 main niches to choose from:

- Health, wealth and relationships
- There are others, but if you want to make money from your page, these are the most profitable
- These are the most profitable because the emotions associated with the pains, problems, struggles, desires and goals for these niches are the strongest
- Meaning people will pay a lot of money to have them solved

2. *Curate Content:*

- You don't need to create original content
- Take content that's already gone viral in your niche, download it w snaptik.app or snapinsta.app, and materially change it (add your own branding & commentary/headline), and post it on your page
- Post 3-5 of these a day and you'll grow fast

3. *Make Money:* There are 3 ways to make money from your page:

- You sell your own product
- You sell someone else's product (affiliate marketing)
- You sell shoutouts and advertising space on your page
- The easiest way to make money is by selling affiliate offers and ads because you don't have to build your own product
- You can easily clear \$3k-\$7k a month doing this
- The most profitable way to make money is by selling ads and promoting your own product that you build from scratch

4. Automate: Once you're growing consistently & making sales, use the money to automate everything

- Document how you do everything
- Hire a va from <https://onlinejobs.ph> for \$5/hr
- Transition to them doing everything as you train them
- You now you have automated income & can work on building an empire of pages (*it does take time, but this is how you make \$20k+/mo*)

Quick Actionable Steps:

- 1: Pick up your phone, go on instagram and make your page
- 2: Pick a clear and concise niche and name
- 3: Make a logo and branding that compliments the name
- 4: Find viral content in your niche and start creating ideas
- 5: Begin posting and growing

You can literally do that all int he next 30 minutes and have this started.

Building an empire

You now have everything you need to start your first Instagram theme page.

Not everyone who reads this will take advantage of the opportunity in front of them, but if you're serious and willing to commit, you can build this business into much more than just one Instagram page.

You can build an EMPIRE of theme pages.

Here's how it works:

You grow the first page, then you start a new page with a theme that runs adjacent to the first page, using the first page to grow the second page. Now you have TWO successful pages.

At this point you can start 2 more pages, and use the first two successful pages to build those.

And so on & so forth until you have a giant network.

This is how you make multiple 5figures in PROFIT every single month from an Instagram theme page.

You could launch a clothing brand or physical product, a business with REAL LEVERAGE that has the potential to hit hundreds of thousands a month or even millions a month.

That's all within the reach of anyone who takes this seriously & is willing to play the long game.

It could be years before you have a strong network and are pulling those kind of numbers...

But even if it takes 10 years, ask yourself:

"Am I willing to work on this for 10 years in return for \$1,000,000/mo income?"

Should be a no-brainer.

Now that's all well and good, but it's too far in the future to really motivate anyone.

Let's talk about how much you can realistically make in the next 12 months from an Instagram theme page if you start today:

\$0 To \$1,000,000

There are certain milestones that everyone has in their heads when they first get into online business.

\$10k/mo

\$100k/mo

\$100k net worth

\$1,000,000 net worth

Something about our innate programming makes us drawn to these big, round numbers.

But here's the thing:

For most people, they will only ever be a dream.

If you work a 9-5, the probability of you hitting ANY of these milestones in your current job is extremely low, at least not until you're too old to really enjoy it OR without sacrificing everything else in your life.

If you start a faceless IG page, the probability of you hitting these milestones is higher...

But it's not guaranteed.

It's easy to think that everyone who starts an online business succeeds and becomes a millionaire by the time they're 25...

This is simply not the case.

It only SEEMS that way because the only people who show their results on social media are the ones achieving above average results.

You know who NEVER posts about how their business is going on social media?

People who failed.

People who quit.

People who've spent 2 years in the game and still haven't achieved any meaningful success.

People who succeeded initially but it all went to shit because they made one mistake.

People who - despite their best effort - just couldn't make it work and were FORCED to eventually throw in the towel.

None of these people post about their LACK of success on social media...

And yet it happens all the time.

There are more "entrepreneurs" who fail at online business than there are ones who succeed.

Why am I telling you all this?

Because the path to succeeding in this game is hard. Especially if you're walking it alone.

If you've ever played team sports, you know what i mean. It's 1000x easier to bear the work, pain, stamina, stress, frustration, persistence, and discipline when you have a team with you and coaches at your back.

Most of the time when people quit, it's because they didn't have the support and guidance they needed to win.

That's the truth about burnout.

It's not about how hard you work. It's about the ratio of work to REWARD. In other words, it's basically impossible to burnout if you're winning.

So, to give yourself the highest probability of succeeding long term, you need to put yourself in an environment where you have the guidance and support to start winning fast.

In this kind of environment, the work isn't a burden.

The feedback and the strategy you're being drip fed daily breeds obsession. And when you're obsessed, nothing can stop you.

So what next?

Right now you have 3 options in front of you:

Option 1: Ignore everything in this training & keep doing what you've done up until now, working on a business that doesn't excite you or procrastinating on even starting to make money online.

Option 2: You can follow the exact process laid out for you in this training...

If you follow it to a T you'll inevitably see success but it will take you longer to do so.

There's a ton of variables & nuance that we couldn't cover here, as well as unique things for your situation that you'll have to figure out by yourself through trial & error.

Or...

Option 3: You can work directly with us, we'll show you exactly how to launch, grow & monetize your theme page as fast as possible. All you have to do is follow the strategy we lay out for you, post content daily, come back to us for feedback, implement the feedback, and we'll build your empire together.

To get started building your first theme page to \$4k/mo, DM me "FACELESS" on Twitter.