

Invisible Empire Programme - Fillable Workbook

Week 1: Define Your Invisible Identity

1. What niche are you choosing for your faceless brand?

2. Describe your faceless brand persona (tone, language, attitude).

3. What platforms will you use to show up anonymously?

4. What kind of content do you want to start with (video, blog, podcast)?

Week 2: AI-Powered Content Engine

1. List 5 content ideas for your faceless brand.

2. Describe your plan for batching 30 days of content.

3. What AI tools will you use (voice, script, design)?

4. How will you distribute your content each week?

Week 3: Monetisation and Funnels

1. What monetisation model(s) will you use?

2. Describe your lead magnet and offer.

3. Draft your 3-email welcome sequence.

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4. How will you grow your email list compliantly?

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Week 4: Scaling and Automation

1. Where else can you repurpose your content?

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2. What tasks will you automate with AI tools?

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3. List 3 ideas for launching a second faceless brand.

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4. What metrics will define your success?

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Faceless Gym: Execution Log

1. What did you create this week?

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2. What worked well?

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3. What needs improving?

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4. Whats your next small move?

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