THE TRAFFIC HUB AN EZINE

Issue 175

Confessions of a Feline Flop: What a Lazy Cat Taught Me About Marketing

What happens when you try to turn your grumpy, unphotogenic, middle-aged cat into a social media star in seven days? If you're Ruth Lawes from The Guardian, you get a crash course in content creation, niche branding, and humility—plus 106 TikTok followers and one existential feline meltdown.

Meet Olly: a black rescue cat whose hobbies include avoiding eye contact, refusing costumes, and sleeping in weird boxes. Not exactly the next Jorts or Nala Cat. But armed with tips from a TikTok catfluencer and a pet talent agent (yes, that's a thing), Ruth tried it all: trend-hopping, behind-the-scenes footage, sassy captions, even an ill-fated dressing gown moment.

Spoiler: most of it bombed.

But here's where it gets juicy for marketers. When Ruth stopped forcing trends and leaned into Olly's natural charm (or lack thereof), things shifted. She branded him as a senior rescue cat with no interest in your algorithms—and people started paying attention. One video racked up over 1,000 views simply because it was honest, weird, and unmistakably Olly.

So what's the lesson?

- Authenticity > polish. The less she tried, the better it got.
- Niche matters. "Reluctant rescue cat" beats "just another dancing pet."
- Consistency helps. Posting daily—even through flop fatigue—nudged the needle.
- Some stars don't want the spotlight. And that's OK.

In the end, Olly chose napping over notoriety. Ruth paused the account, realizing maybe the true catfluencer journey was the friends they made along the way. Or maybe it was just about not pushing a cat into influencer labor for clout.

Marketers, take note: not every brand wants to go viral—and sometimes the best content is just… being a cat in a box.

https://www.theguardian.com/lifeandstyle/2025/oct/01/indolent-and-not-photogenic-can-i-make-my-reluctant-cat-a-social-media-star-in-seven-days

RESOURCES AND NEWS

Subscription Payouts Jump to 90% for TikTok Creators in US and Canada

TikTok is dialing up the incentive for North American creators with a fresh revenue-sharing push: Starting October 1, 2025, eligible creators in the U.S. and Canada can earn up to 90% of their subscription revenue (after app store fees). That's a big jump above the 70% cap offered elsewhere, and TikTok is backing it with bonus incentives tied to performance.

To qualify, creators need at least 10,000 followers and 1 million video views in the prior month — meeting those thresholds unlocks a bonus that lifts your share to the 90% ceiling. For online marketers scanning social platforms for monetization opportunities, this move signals that TikTok wants creators to lean in harder — and it might just shift how you build funnels, exclusivity tiers, or subscription offers on the platform.

https://www.socialmediatoday.com/news/tiktok-expands-creator-subscription-payouts-us-canada/801996/

Google's Gemini 2.5 Clicks, Types, and Automates the Web for You

Google has unveiled Gemini 2.5 in preview - an advanced, API-accessible model that can operate a web browser like a human. It "sees" websites via screenshots and executes real UI interactions, including clicking buttons, filling out forms, typing, and navigating - all autonomously.

For marketers, this means the dawn of hands-free automation for everything from publishing content to managing ad dashboards. Gemini 2.5 outperformed rivals like OpenAI's Computer Using Agent and Anthropic's Claude Sonnet 4.5/4 in both web and mobile benchmarks. It's also the fastest among them, with versions already powering Google's internal Project Mariner and AI Mode tools. While agent-style computing is still early, this model brings us closer to a future where repetitive digital workflows can be outsourced entirely to AI.

https://blog.google/technology/google-deepmind/gemini-computer-use-model/

ChatGPT Just Got an App Store - Inside It

OpenAI just rolled out a new dimension for ChatGPT: embedded third party apps. Starting now, users can call on tools from Booking.com, Spotify, Canva, Zillow, Figma, Coursera, and more - all from within a single ChatGPT thread. Behind the scenes, developers get a fresh Apps SDK tailored to plug apps directly into ChatGPT's responses.

For marketers, the shift means your brand or tool could show up mid conversation as a functional extension of ChatGPT. Imagine a user chatting about vacations and ChatGPT suggests your travel app interface - no separate download required. OpenAI also plans to support monetization (think built in purchases) and single sign on so users can tap into tools they already subscribe to.

https://techcrunch.com/2025/10/06/openai-launches-apps-inside-of-chatgpt/
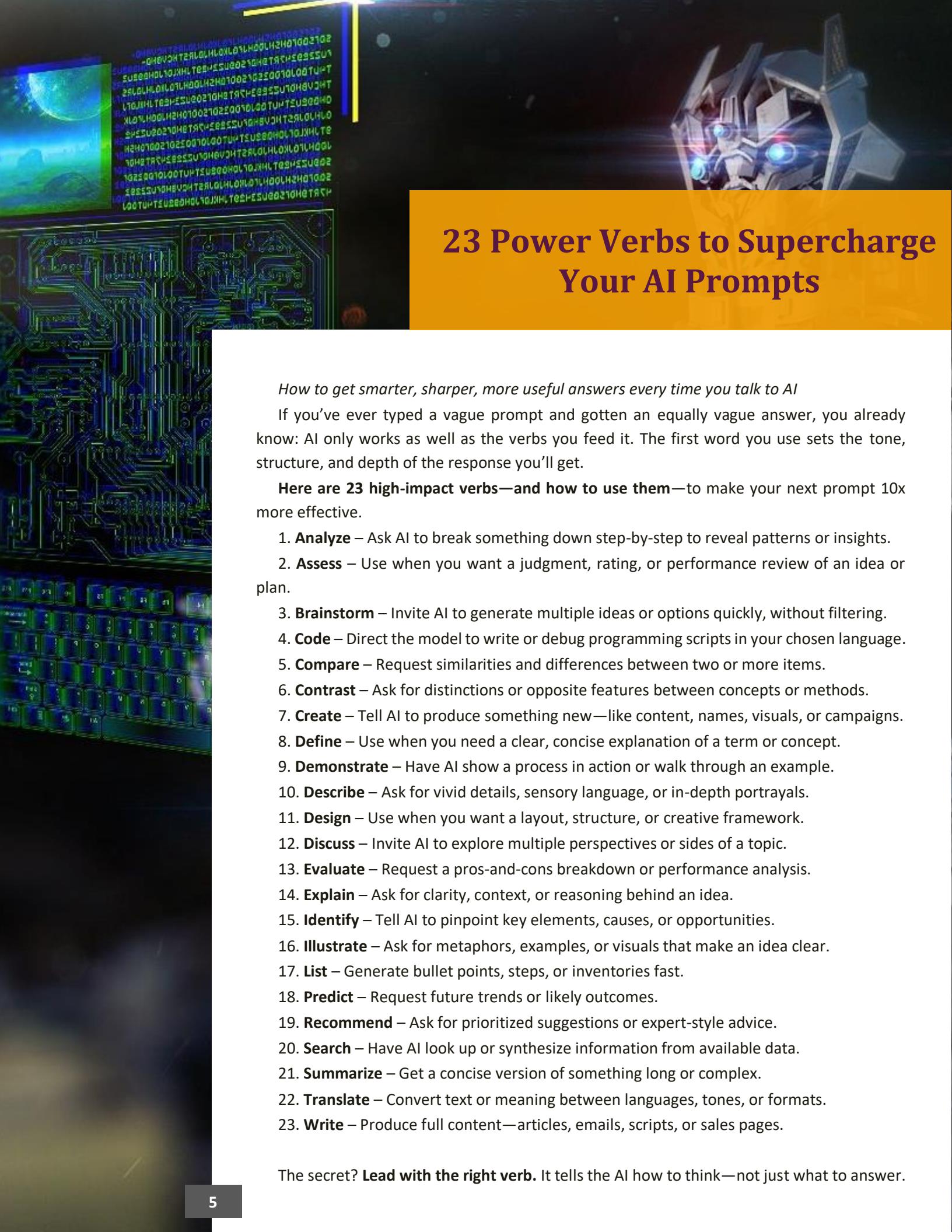
23 Power Verbs to Supercharge Your AI Prompts

How to get smarter, sharper, more useful answers every time you talk to AI

If you've ever typed a vague prompt and gotten an equally vague answer, you already know: AI only works as well as the verbs you feed it. The first word you use sets the tone, structure, and depth of the response you'll get.

Here are 23 high-impact verbs—and how to use them—to make your next prompt 10x more effective.

1. **Analyze** – Ask AI to break something down step-by-step to reveal patterns or insights.
2. **Assess** – Use when you want a judgment, rating, or performance review of an idea or plan.
3. **Brainstorm** – Invite AI to generate multiple ideas or options quickly, without filtering.
4. **Code** – Direct the model to write or debug programming scripts in your chosen language.
5. **Compare** – Request similarities and differences between two or more items.
6. **Contrast** – Ask for distinctions or opposite features between concepts or methods.
7. **Create** – Tell AI to produce something new—like content, names, visuals, or campaigns.
8. **Define** – Use when you need a clear, concise explanation of a term or concept.
9. **Demonstrate** – Have AI show a process in action or walk through an example.
10. **Describe** – Ask for vivid details, sensory language, or in-depth portrayals.
11. **Design** – Use when you want a layout, structure, or creative framework.
12. **Discuss** – Invite AI to explore multiple perspectives or sides of a topic.
13. **Evaluate** – Request a pros-and-cons breakdown or performance analysis.
14. **Explain** – Ask for clarity, context, or reasoning behind an idea.
15. **Identify** – Tell AI to pinpoint key elements, causes, or opportunities.
16. **Illustrate** – Ask for metaphors, examples, or visuals that make an idea clear.
17. **List** – Generate bullet points, steps, or inventories fast.
18. **Predict** – Request future trends or likely outcomes.
19. **Recommend** – Ask for prioritized suggestions or expert-style advice.
20. **Search** – Have AI look up or synthesize information from available data.
21. **Summarize** – Get a concise version of something long or complex.
22. **Translate** – Convert text or meaning between languages, tones, or formats.
23. **Write** – Produce full content—articles, emails, scripts, or sales pages.

The secret? **Lead with the right verb.** It tells the AI how to think—not just what to answer.
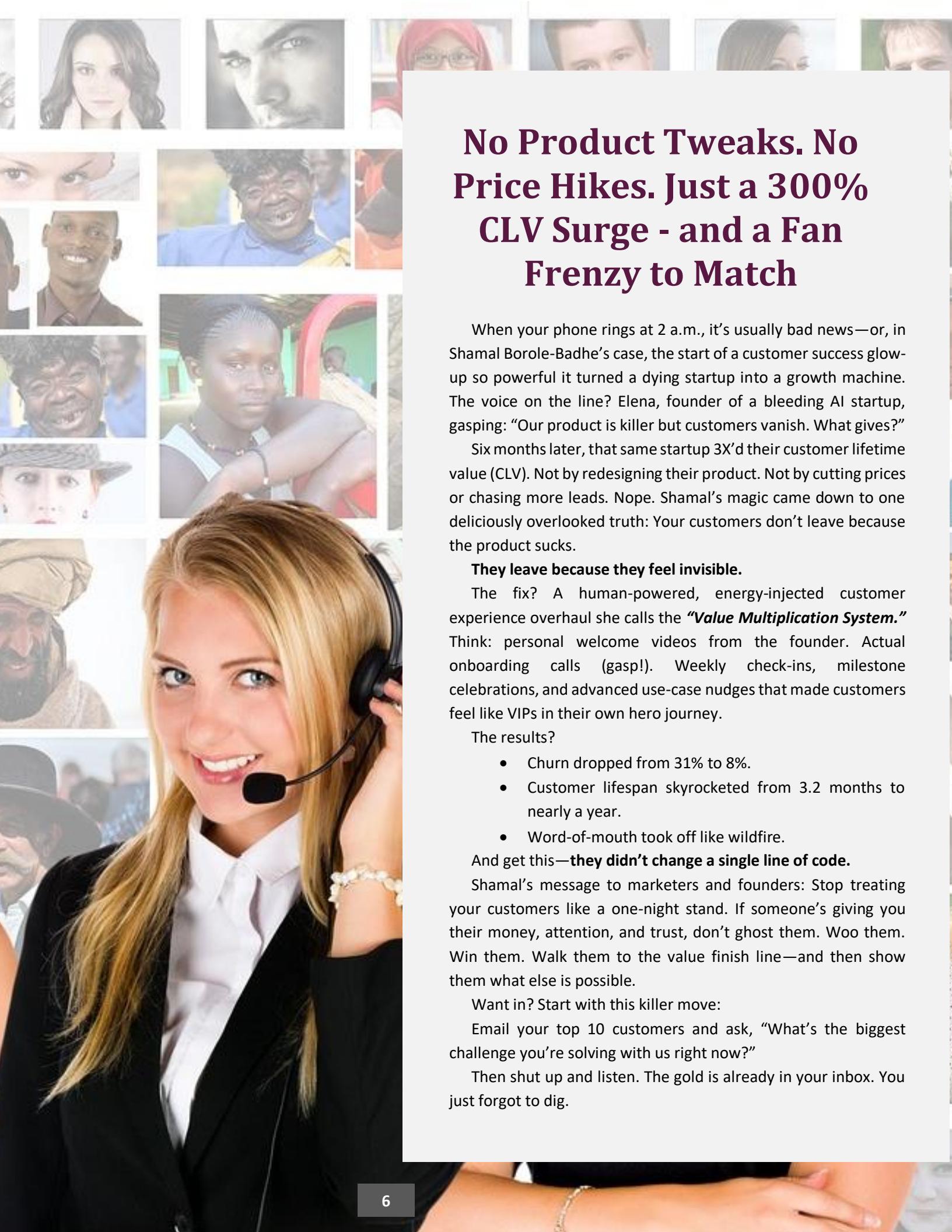
No Product Tweaks. No Price Hikes. Just a 300% CLV Surge - and a Fan Frenzy to Match

When your phone rings at 2 a.m., it's usually bad news—or, in Shamal Borole-Badhe's case, the start of a customer success glow-up so powerful it turned a dying startup into a growth machine. The voice on the line? Elena, founder of a bleeding AI startup, gasping: "Our product is killer but customers vanish. What gives?"

Six months later, that same startup 3X'd their customer lifetime value (CLV). Not by redesigning their product. Not by cutting prices or chasing more leads. Nope. Shamal's magic came down to one deliciously overlooked truth: Your customers don't leave because the product sucks.

They leave because they feel invisible.

The fix? A human-powered, energy-injected customer experience overhaul she calls the *"Value Multiplication System."* Think: personal welcome videos from the founder. Actual onboarding calls (gasp!). Weekly check-ins, milestone celebrations, and advanced use-case nudges that made customers feel like VIPs in their own hero journey.

The results?

- Churn dropped from 31% to 8%.
- Customer lifespan skyrocketed from 3.2 months to nearly a year.
- Word-of-mouth took off like wildfire.

And get this—**they didn't change a single line of code.**

Shamal's message to marketers and founders: Stop treating your customers like a one-night stand. If someone's giving you their money, attention, and trust, don't ghost them. Woo them. Win them. Walk them to the value finish line—and then show them what else is possible.

Want in? Start with this killer move:

Email your top 10 customers and ask, "What's the biggest challenge you're solving with us right now?"

Then shut up and listen. The gold is already in your inbox. You just forgot to dig.

3 Killer Moves to Nail Your Core Message — Unleash That Brand Voice Today

Every marketer knows that posting without direction is like shooting arrows in the dark. This isn't about fluff or fancy trends — it's about pinning down a core message that makes your brand recognizable from a mile away.

Here are three no-BS steps to get your messaging razor-sharp and loud.

1. Define Your "Why" — Dig way past your surface offer.

Don't stop at "we sell shoes" or "we provide coaching." Ask Why is that important? over and over (yes, the "Five Whys" technique). Go deeper: what emotional or existential need are you fulfilling? That's the nugget that transforms your message from bland to magnetic.

2. Strip it down to one unforgettable line.

Once you've excavated your true "why," your job is to turn it into an external tagline or promise that your audience can repeat. Keep it tight, bold, and aligned with what your audience actually cares about - not what you think they should care about. Nike's internal mission might be complex, but outwardly they just say, "Just Do It." That simplicity wins.

3. Make your social profiles live it.

Your messaging isn't just for ads and content — it must be everywhere: your bio, your posts, about pages, team comms. Make sure what you say and what you do echo the same theme. Over time, that consistency turns into recognition, trust, and real brand identity.

These 3 Steps Can Change Everything

Forget chasing every shiny trend or algorithm hack — these three steps are the real deal. When you know your "why," lock in your core message, and live it out consistently, your brand stops blending in and starts burning into people's memories. Suddenly, every post, ad, and email connects back to a single, powerful idea that makes your audience stop scrolling and lean in. Master this, and you won't just sound clear — you'll sound unforgettable.

Case Study:
How a Bored Teacher Became an AI Marketing Powerhouse *(And Went Viral Doing It)*

> When Sophie Theodoro downloaded TikTok during her summer break, she didn't plan on becoming the face of AI education for 100,000+ followers.

She was just bored. But one video—showing teachers how to write substitute plans using ChatGPT—blew up. The timing was perfect, the content was useful, and her teaching instincts kicked in.

Now, she's running viral brand accounts, consulting for AI startups, landing clients from CBC interviews, and making TikTok's algorithm her playground—all without overproduced videos, tech bro tactics, or a giant team.

Here's how she did it—and what marketers can steal from her playbook.

1. One Take. One Phone. One Viral Career.

Forget fancy gear. Sophie records in one take, edits inside the TikTok app, and hits post. That's it. Her formula? Solve real problems. Show real tools. Skip the fluff. Her early videos helped teachers cut planning time with free AI tools, and they ate it up.

Instead of trying to look like an expert, she just was one. Authenticity wasn't a strategy—it was her default setting. And that's what TikTok rewarded.

2. When AI + Pain Point = Lightning

Her breakout moment? Showing teachers how to automate a painful chore. It wasn't flashy. It was practical. Now, she uses that same formula with startups like Bolt, ClickUp, and String—posting 30+ times/month across brand accounts built to feel like organic TikTok pages (not ad feeds).

She calls them "shadow accounts." They don't scream "sponsored." They just show the product in action—solving an actual problem. That's why they work.

3. Content That Doesn't Feel Like Content

Sophie doesn't do clickbait, but she does understand hooks. She scrolls TikTok daily, tracks what grabs her, and recreates those emotions in her own videos. She asks: What made me save this? What problem did it solve?

That attention to psychology is what led her ChatGPT-5-themed video for Bolt to hit 9M+ views.

4. AI Tools She Actually Uses (And That's the Secret)

Sophie doesn't fake it. If she hasn't used a product, she won't make content about it. That's why her videos hit harder than generic UGC.
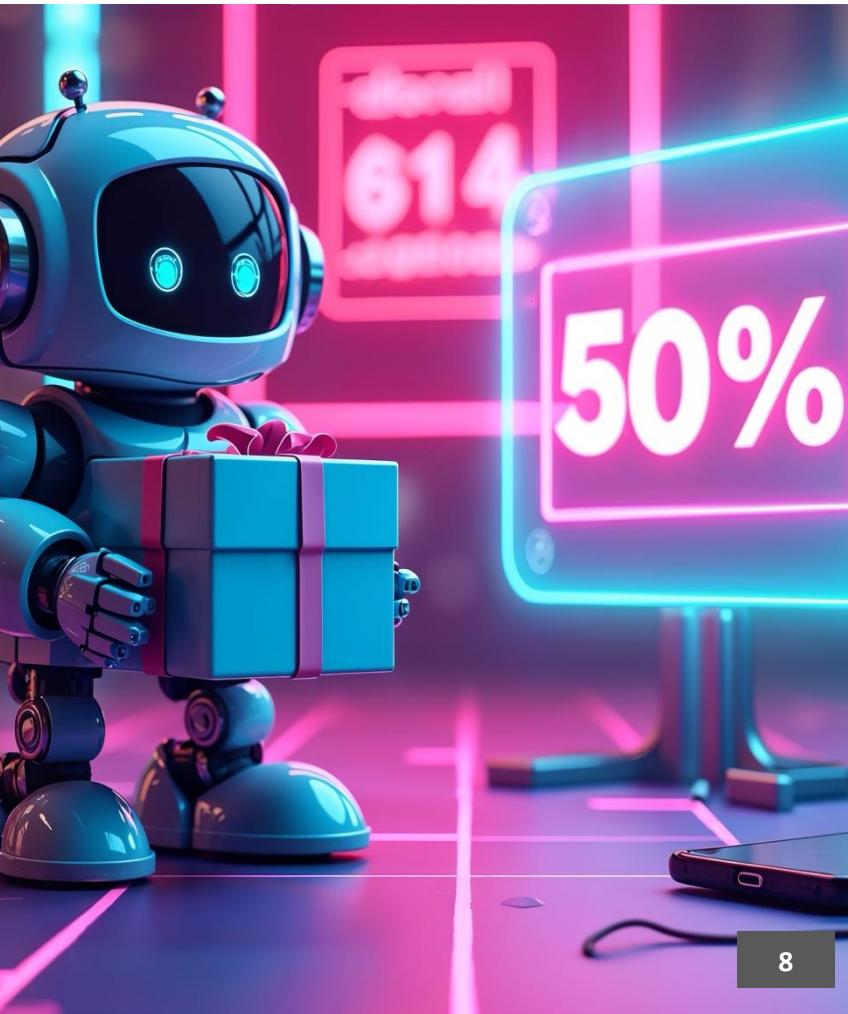
She once spent two days trying to build an automation with Zapier and Make. When String did it in two minutes, she freaked out—in the best way—and emailed the team a love letter. That's the kind of content that converts.

5. From TikTok Teacher to Fractional Consultant

Today, Sophie runs an AI consulting agency focused on helping businesses actually implement tools (not just get hyped about them). Her pitch? Forget the buzzwords. Let's walk through your workflows, spot the friction, and fix it with simple automations.

She starts every client with an "AI Assessment," shadowing real tasks, mapping bottlenecks, and delivering five to ten high-impact solutions. No fluff. Just operational wins.

6. Scaling with a Human Touch

While most creators rush into paid memberships and passive courses, Sophie's resisting the urge to sell generic solutions. Her goal: stay useful, stay honest, stay her. If she ever launches a course, she says it'll be realistic—not hype-driven.

Her secret weapon? A background in education. She knows how to teach, adapt, and keep things clear without watering them down. Whether she's in a workshop or a TikTok comment thread, you feel like she's talking to you—not at you.

7. The Big Picture (a.k.a. What This Means for You)

Sophie's story is more than an inspiring glow-up. It's a blueprint.

- You don't need perfect production—just perfect timing and real value.
- You don't need to go viral to win—just solve a specific problem, clearly.
- You don't need to fake results—just show what actually works.

For marketers, the takeaway is simple: short-form video + real use case = marketing rocket fuel. Whether you're a SaaS founder, an affiliate, or a brand builder, the key is showing—not telling—how your offer helps real people.

The Big Takeaway? Be Useful to Others

Sophie didn't go viral by chasing the algorithm. She went viral by chasing usefulness.

She simplified AI. Showed the "before and after." Skipped the guru fluff. And in doing so, she built trust, momentum, and a business that feels more human than most tech brands ever manage.

No team. No gimmicks. Just good content, delivered consistently, with real empathy.

You could do the same.
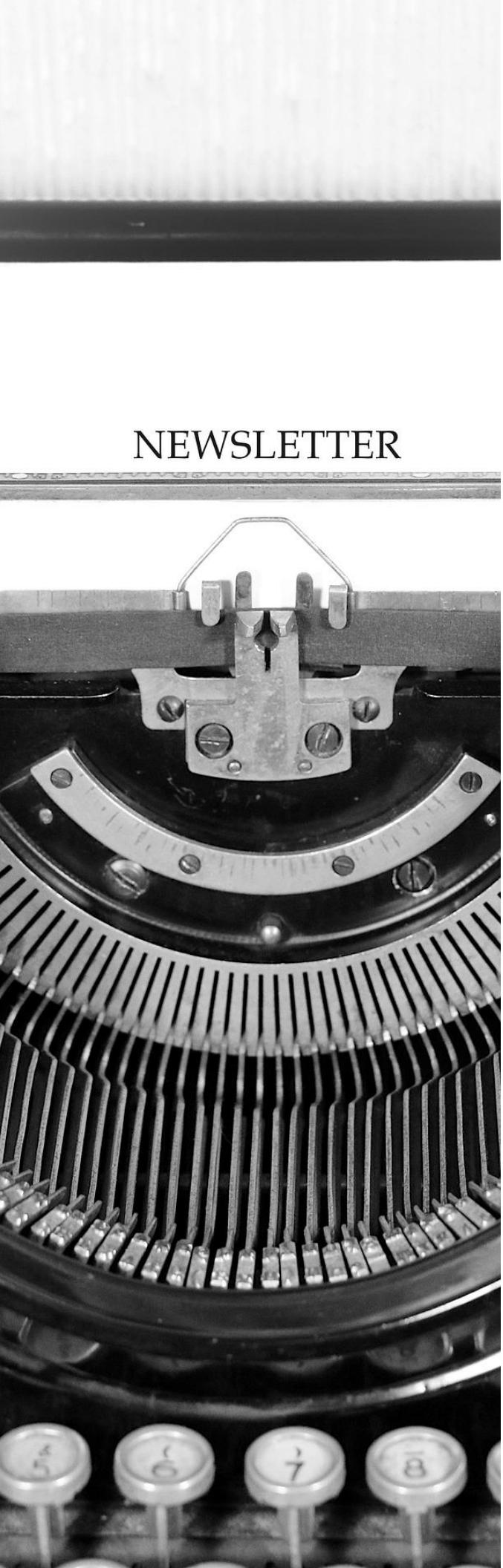
The Newsletter Shake Up: Reinventing the Inbox for 2026 and Beyond

Newsletters have long been a marketing safe haven: You own the list, you dodge algorithm swings, and you can talk directly to your fans. But we're entering a new chapter. The "golden age" of newsletters—the era of explosive growth and easy land grabs—might be giving way to a more selective, value driven landscape.

Why? Because the inbox is under siege. There are too many newsletters, attention is fractured, and AI tools (from Microsoft Copilot to Google's Gemini) increasingly digest content for users. In other words: your beautifully crafted email might never be read—its summary might just be served instead. That doesn't mean newsletters are dead. Far from it. It means we all need a new playbook.

What's Changing (and What You Must Watch)

1. Audience fragmentation & fatigue

Every niche now has dozens of newsletters. In the 2025 State of Email Newsletters report, Beehiiv notes that the number of newsletters on their platform jumped ~96% year-over-year—from ~26,900 in 2023 to ~52,800 in 2024. More noise means more competition for eyeballs and engagement.

2. Email metrics are shifting

Open rates are under pressure. In many industries, average open rates hover around the mid 30s percent. But here's a better signal: focus on clicks, replies, engagements, forwards, and downstream conversions—these are harder for AI to fake or filter.

3. AI is digesting your content

Platforms like Patch are already using AI to auto generate local newsletters, expanding coverage drastically (from 1,100 to 30,000 communities) and boosting revenue by automating summaries. That means readers may "read" your work without opening your email—so your writing must survive in summary form.

4. Platform dynamics are evolving

- **LinkedIn newsletters** now boast over 500 million subscriptions, making it a discovery engine.
- **Substack** leans into simplicity, reader discovery, and subscription models.
- **Beehiiv** is pushing growth tools (referral programs, ad networks, analytics) to help publishers scale.

Who's Already Adapting (And Winning)

- Axios leans into its "Smart Brevity" style: punchy, skimmable, human-forward.
- Morning Brew evolved from one newsletter into a media franchise (podcasts, events, merch) by leaning into personality and community.
- Patch used AI to scale hyperlocal newsletters massively, proving that automation + local voice is a provocative combo. Axios

These publishers aren't just playing it safe - they're experimenting with formats, platforms, and revenue models.

7 (Real) Moves You Can Make Right Now

These aren't "best practices" fluff. These are tactics you can apply today.

- **Lead with scannables.** Your content may be summarized by an AI. Your key points should still land. Use bold headings, bullet lists, TL;DRs, clear summaries up front.
- **Offer content tiers.** Some people want a quick hit, others want a deeper dive. Provide a "quick take + long read" structure, or free vs. paid versions.
- **Extend beyond the inbox.** Don't rely on email alone—because the inbox is crowded. Publish newsletter highlights on LinkedIn, turn pieces into podcast segments, host community discussions.
- **Interactive element.** Engagement helps your email feel alive—and gives you data. Use polls, surveys, reader questions, comments, feedback loops.
- **Give readers a path forward.** If your newsletter is just "content," people may drift away. Include clear next-step CTAs: a short course, consultation, paid upgrade, deeper content.
- **Lean into micro niches.** The broad "business newsletter" is saturated. Focus on narrow verticals, job roles, or interests (e.g. "fintech ops leaders," "UX content folks").
- **Choose your stack wisely.** Platform matters now more than ever. Substack for discovery + simplicity; Beehiiv for growth tools; combine with compact CRM or membership tools.

Your Takeaway

The golden age of newsletters may be tapering, but that's okay—this is the newsletter redux. The era ahead rewards creators who combine voice, trust, and adaptability. If you start today, your work won't just survive the inbox squeeze - it'll stand out in it.

Webinars Are Quietly Crushing It — Are You Missing Out?

If you think webinars are yesterday's marketing trick, you're missing the bigger picture.

In 2025, webinars didn't just hold on—they quietly leveled up. Data from ON24, Contrast, and DemandSage shows more people are signing up, showing up, and taking action after the event. In fact, **nearly half of all webinar views happen on-demand**, and that number's growing. Your live hour might spark the fire—but your replay? That's the furnace.

At the same time, audience engagement is climbing year over year: more poll responses, more Q&As, more click-throughs. Done right, a webinar doesn't feel like a lecture. It feels like an interactive, high-trust conversation—and that's exactly what moves people.

Your Audience Wants In — If You Make It Worth It

Let's be honest: no one has time to sit through another dull deck parade. But give your audience a webinar that's relevant, interactive, and solves a specific problem—and they'll lean in.

Webinars win because they match how people want to learn:

- **They're participatory**. Attendees click, vote, chat, and ask.
- **They're digestible.** You can chunk the value into 5–10 minute segments.
- **They're personal**. Your face, voice, or tone builds trust instantly.
- **They're scalable**. Live once, then automate forever.

Average live attendance hovers around **35–45%,** with strong conversion rates ranging from 40–60% when content is relevant and CTAs are clear. That crushes most blog post, YouTube, and newsletter benchmarks.

Real-World Wins (That You Can Borrow, Remix, or Flat-Out Steal)

- ConnectWise designed their webinar around interaction—polls, live demos, Q&A, and "choose-your-own-resource" CTAs. The result? 42% of attendees became qualified leads.
- Thomson Reuters ran a virtual summit that expanded reach by 73%, cost far less than an in-person event, and delivered a 53% conversion rate. Their secret? Breaking the sessions into trackable modules and following up based on what people actually watched.

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- Ahrefs regularly runs educational webinars with a product walkthrough twist - teaching SEO while subtly onboarding new users. Their videos often live forever as on-demand assets with CTAs like "get your free trial."
- Copyhackers uses webinars as launch vehicles for high-ticket courses. They layer in audience questions, case studies, and exclusive bonuses for attendees only. These events are responsible for five- and six-figure sales spikes in just one live session.

The New Webinar Funnel (Use This, Seriously)

Here's the no-fluff structure top marketers are using:

1. **Pre-Webinar: The Hook + Lead-Up Content**
   - Strong title that promises transformation ("Fix Your Funnel in 45 Minutes")
   - Reminder emails: T-7, T-1, T-0 (yes, same-day gets real signups)
   - Optional: a pre-quiz to segment attendees or a checklist to prep with

2. **Live Session: Interactive, Chunked, Action-Packed**
   - Keep it under 45 minutes
   - 3+ "action beats" (polls, hands-up, mini-quiz, live critique, Q&A)
   - Deliver 1 clear result (e.g., audit, tactic, framework)
   - Preview what happens after ("You'll get a cheat sheet + my bonus template")

3. **Post-Webinar: Replay + Retarget**
   - Send replay with chapters, resource links, and a "start now" CTA
   - Cut the webinar into:
     - 3+ short-form clips (YouTube Shorts, LinkedIn, TikTok)
     - A "Top 5 Takeaways" blog
     - A downloadable summary PDF
     - A quiz funnel that ties into the topic
   - Add everyone to a segmented email nurture (based on poll answers or attendance)

Webinar Content Ideas (That Aren't Just Boring Demos)

Whether you're selling a service, software, course, or community - use webinars to teach, test, and convert.

If you're a coach or course creator:
- "Why You're Not Getting Results (and What to Do Instead)"
- "3 Mistakes That Keep You From [Desirable Outcome]"
- "Live Fix: I'll Audit 3 of Your [Emails/Funnels/Websites]"

If you sell SaaS or digital tools:

- "How to Save 5 Hours/Week Using [Your Tool]"
- "Walkthrough: Build a Fully Automated Workflow in 20 Minutes"
- "Ask Me Anything: Our Product Team Answers Everything"

If you're in ecom or physical products:

- "How to Launch a New Product Without Paid Ads"
- "What Customers Really Want (Based on 1,000+ Reviews)"
- "Behind the Scenes: How We Scaled from 100 Orders to 10,000"

Pro tip: Position your webinar as helpful first, product second. The sale will happen naturally when the value is real.

Why Webinars Still Work (Even in 2026)

- **Buyers want more depth.** Social content is great for awareness, but when someone's close to buying, they want detail. A webinar gives you time to explain, connect, and clarify.
- **Replay culture is growing.** Almost half of your audience won't attend live—but they will binge the replay if it's easy to access and offers a clear next step.
- **AI makes webinars easier to run.** From script drafting to slide design to auto-generated summaries, you don't have to do it all manually anymore.

Bottom Line: One Hour. 30+ Days of Momentum.

Webinars aren't just alive - they're evolving into the perfect hybrid of education, engagement, and conversion. You don't need a studio. You don't need fancy transitions. You need:

- A clear promise
- A few planned interaction beats
- A strong follow-up path
- And the mindset that your replay is a product

Run it once, slice it up, promote it like crazy, and watch the ROI compound.

Ramon Ray
Interview

Editor:

This time we're talking with Ramon Ray, a serial entrepreneur, keynote speaker, and best-selling author who has launched five companies and sold three. He publishes ZoneofGenius.com and wrote The Celebrity CEO to help small business owners build their brands. With global speaking experience and collaborations with major brands, he focuses on helping entrepreneurs and small businesses gain visibility, credibility, and community. Ramon, it is great to meet you.

Ramon Ray:

It's great to be here. Thank you so much for having me on this amazing podcast, Internet Marketing Newsletter. Glad to be here and serve your audience. Anytime I can help small business owners or entrepreneurs or anybody in between, it's always a fun day for me. So thank you for having me.

Editor:

Oh, it's lovely to have you. And now you, as I say, have founded five companies. You've successfully exited three. What would you say are the biggest lessons, the biggest experiences that you've gained from that in building and growing your own businesses?

Ramon Ray:

Sure. And for my journey, it's not been the billion dollar, even hundreds of millions of dollars of exits that we may read in headlines on Bloomberg or CNBC or BBC, depending on where you're at. But mine have been in no shame full embracing it, a few hundred thousand dollars. And some people may, "Wow, Ramon, maybe that's not a lot," but when you think about it, that's still the top 1%, maybe even of the 1% in the U.S. context, 30 million businesses and I'm sure several million more globally. So my point is, the biggest lesson learned is really the power of relationships and connectivity. Recently I was appointed as the Bitdefender Small Business Ambassador. Bitdefender is an amazing company that helps small businesses stay secure. That was due to relationships. Or I think about me being on stage with Daymond John, Jason Feifer, Von Trapp, or other name-dropping intentionally.

My point to answer your question, the biggest lesson learned was at the level I'm at, at large, part is about relationships. You can do Alex Hormozi, and I love what he did to those who don't know the reference, but spend quite a bit on Facebook ads and build up credibility.
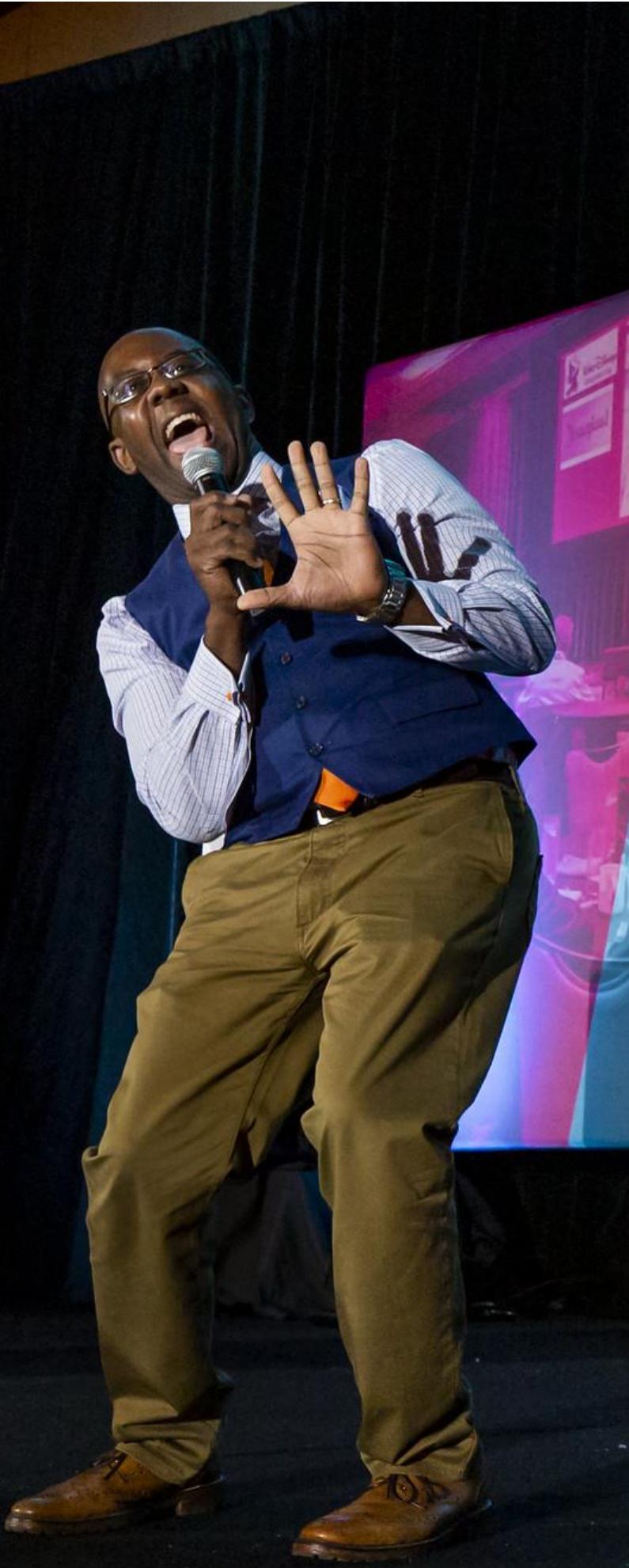
But for me, listen, you build good relationships, do good to people, build something of value, then you have the right to proactively say, "Hey, does somebody want to buy it from me?" And/or organically somebody will see it and say, "Hey, would you like to sell that?" So that's the biggest lesson I've learned, the power of relationships, not withstanding the things we can get into of scalability and processes and systems and all of those things, but relationships is the biggest thing I can think of.

Editor:

Well, Ramon, how did your journey start? How did you enter this world in the first place?

Ramon Ray:

Well, that's a great question, but I spent some years moving forward from being a child and all those kinds of things. But my professional career, I got one of my first jobs at the United Nations. It wasn't my first one, but one of my first jobs at the United Nations. And while there, was the cusp of this current.com era. There was the steam engine era. I'm sure there was a guy there were like, "Ooh, we have steam." And he got into steam engines or there was the gal who fabrics. I was a little after that. But this was the cusp of this current season of.com. Now we're in this, there was the AI season, which we're in, you have apps and mobility. I was the seasons of computer technology and modems and networking and Wi-Fi and Intel was at its primacy or primacy. So that's where I got in just context, AOL, CompuServe, America, all this blogging before it was called blogging.

And that gave me the foothold to know how to install or repair computers and the updating software that come on a thumb drive or a floppy disc, and the beginnings of downloading the Mosaic browser, which is the precursor to Netscape, AltaVista before there was Google. So that was the era I was in. I'm 50 plus years old, that was the era I was in. And from there, I parlayed that into being a motivational professional speaker. Somebody just asked me, they saw me doing some things, "Ramon, what's your fee to speak?" And then Inc. Magazine and BLACK ENTERPRISE, two prominent USA Magazines publications said, "Ramon, can you write for us?" And that started again, the journey today of content monetization and being paid to speak. That was a compressed version of how I got to be who I am today.

Editor:

I love it. And of course, you are widely known and widely respected for the book, The Celebrity CEO. Maybe you could just perhaps explain for anybody whose perhaps not come across that, explain what you mean by that concept and also why it's so important for small business owners.

Ramon Ray:

Yeah, one of my deep passions is of course, entrepreneurship. Having started a few companies, as you already said, sold a few. So I love entrepreneurship and scaling and hiring and the thrill of going into debt or not, or however you build it, but the risks, that excites me, it's how I'm built. But yes, the core thing, one of my expertise is, because I've done it myself several times, is how do you build your personal brand? How do you take who you are, your face, your voice, how you show up, your smile, your credibility, how I interact with the radio or a podcast host or not? All these things becomes your brand. So that's my specialty because I have several books. I do my podcasts, I have websites, I produce content. I've been on Fox Business and MSNBC and Associated Press and all these things. So how do you build your personal brand?

And three simple things I like to talk about is, one, is getting awareness for who you are. That's important. If people don't even know, oh, he has a solution for me, game over. So one is awareness. Awareness of that I have a problem to solve her problem. It's all the same principle, awareness.

Number two is nurturing. What am I doing on a consistent basis to nurture that relationship, nurture that relationship, and/or to build trust? And once I do that, sales will then follow.

So that's the summary of it is to challenge all entrepreneurs, all small business owners. We have the opportunity to leverage the power of our personal brand to be more known. We don't have to be hidden. We can leverage it as an asset in our business.

Editor:

I think that's become way more obvious, hasn't it, in more recent times? Obviously these days, everybody knows that Jeff Bezos is the owner of Amazon. You've got Richard Branson, who of course for many years has been the face of the Virgin brand. And a lot of people start businesses, but they want to almost hide behind the business. But are you of the belief, Ramon, that people do business with people not with companies?

Ramon Ray:

Absolutely. You take a look at this short time we've been together, right, we had some banter, had some fun, had some laughter before we started? We connected and I realised that my voice of course is being heard today, but the point I'm making is that, yes, people work with people they know, like, and trust...

Scan The QR Code To Listen To The Full Interview Now

Want More Clicks? Stop Writing Emails and Start Showing Them

Why Video Emails Are Outperforming Your Best Copy and How to Use Them Without Getting Fancy *(PLUS 7 High-Converting Video Email Scripts)*

If your email open rates feel like a slow crawl and your click-throughs are flatter than last week's soda, here's the truth: you might not need better copy… you might need video.

According to The Inbox (5/21/25), emails with video see:

- **19% more opens (just by mentioning "video" in the subject line),**
- **65% more clicks, and**
- **up to 300% more conversions.**

That's not a typo. Triple the conversions—just by adding movement.

And it gets better: Viewers spend twice as long engaging with emails that include video. More time = more trust = more sales.

But here's the twist: most marketers still aren't doing this. Why? Because they think it's complicated.

So let's fix that.

5 Fast Video Email Tricks That Work (Even If You're Not "a Video Person")

1. Use a thumbnail + play button instead of embedding.

Not all inboxes play video well. Create a still image with a play icon that links to your video landing page. It's frictionless—and it looks like video, which is often enough.

2. Mention "video" in your subject line.

Try: "Quick video for you", "Watch this before you decide", or "I recorded this for you." Opens will bump just from the promise.

3. Make it feel personal (even if it's not 1:1).

You're emailing a list—but it should never feel like a mass blast. Start your video with a warm, direct tone: "Hey there—just wanted to send you this quick video," or "If you've been wondering about [topic], this is for you." Reference something specific they signed up for (like "last week's training" or "the free checklist you downloaded") to make the video feel timely and relevant. You don't need heavy personalization—just sound like a human who knows who they're talking to.

4. Keep it under 60 seconds.

Short = watched. Long = abandoned. Aim for fast hits: demos, thank-you's, behind-the-scenes, product sneak peeks.

5. Don't forget the CTA—spoken and clickable.

Say it out loud, point to it on screen, and include a big button below. Redundancy = response.

7 High-Converting Video Email Scripts

Steal These and Send Them This Week

Use these templates to boost clicks, engagement, and conversions. Each one's under 60 seconds and perfect for Loom, Bubbles, Sendspark, Bonjoro, or a quick phone camera upload + thumbnail image in your email.

1. The "I Made This Just for You" Video

When to Use: Lead follow-up, first touch, pre-sale nudge

Script: "Hey [First Name], I just wanted to send you this quick video to say thanks for checking out [product/service]. I know inboxes are packed, so I pulled together a quick walkthrough that highlights exactly how [result] can happen for [someone like them]. The link's right below—let me know what you think!"

CTA: "Watch the quick demo here"

2. The "Behind-the-Scenes" Teaser

When to Use: Pre-launch, new product tease

Script: "Okay, you're one of the first to see this. We've been working on something new behind the scenes—and it's finally ready. I filmed a quick peek so you can see what's coming before the big announcement."

CTA: "Sneak a peek before we go public"

3. The "You Asked, I Answered" Reply

When to Use: FAQ, post-webinar follow-up, objection handling

Script: "Hey [First Name], a bunch of people asked about [objection/topic], so I shot this video to walk through the answer—and show you what it looks like in action. Hope it helps!"

CTA: "Watch your question answered here"

4. The "Quick Win" Tip or Tutorial

When to Use: Value drop, nurture sequence

Script: "I wanted to give you a quick win you can try today. It's something I use all the time to [specific result]. I break it down in this short walkthrough—takes less than a minute to learn."

CTA: "Steal the tip right here"

5. The "Friendly Nudge" Video Reminder

When to Use: Cart close, webinar replay, deadline alert

Script: "Hey [First Name], just a heads up—[offer/event] closes tomorrow night. If you were on the fence, this might help you decide. I put together this short video that recaps what's inside, what you'll get, and how to grab it before it's gone."

CTA: "Grab it before it closes"

6. The "Thanks + Next Step" Video

When to Use: Post-purchase, onboarding

Script: "Just wanted to say thank you for jumping in! I'm excited you're here. This video walks through your next steps and how to get the most from [product/course/service]. Check it out before your next login—it'll save you time and get you results faster."

CTA: "Here's how to get started fast"

7. The "Win Back" Re-Engagement Ping

When to Use: Cold leads, subscribers who haven't clicked in a while

Script: "Hey [First Name], it's been a minute! I wanted to reconnect and give you something useful whether you stick around or not. This video has one tip that made a huge difference in my [business/life/workflow]. Thought it might help you too."

CTA: "Watch it here—no strings"

Video doesn't replace email—it supercharges it.

You don't need a studio. You need a webcam, a smile, and a reason to click.

Try it this week. Even one scrappy little video can out-convert your fanciest funnel.

Stop Guessing, Start Selling: 5 Marketing Hacks Science Stole From Your Brain

Research shows these tiny tweaks can skyrocket your conversions — no PhD required.

Marketing isn't just art — it's science (and occasionally a bit of witchcraft). Thomas McKinlay, founder of Science Says, digs into the data so you don't have to. His research-driven strategies prove that even tiny tweaks can mean the difference between "meh" and "money."

Here are five of his game-changing hacks that could have you standing out faster than your competitors can say "A/B test."

1. Leverage Research for Stronger Connections

Want to feel closer to your audience without buying them dinner? McKinlay's research shows that swapping "we" for "I" in your copy makes a huge difference. Satisfaction jumps 19%, sales rise 7% — all from a simple pronoun shift.

Takeaway: Sometimes the quickest way to build trust isn't a new funnel or ad campaign. It's just talking like a real person.

2. Optimize Email Frequency for Better Results

More emails = more sales, right? Nope. Turns out blasting your list like a firehose doesn't impress anyone. It overwhelms them.

McKinlay says the sweet spot is consistency without overload. Hit that balance, and you'll see better open rates, stronger engagement, and fewer people rage-clicking "unsubscribe."

Think of it like dating: too many texts and you're needy, too few and you're ghosting. The magic is in the middle.

3. The Power of Italics in Promotions

Ready for the sneakiest hack on this list? Italics. Yes, slanted text. McKinlay found that promotions in italics sparked 3x more clicks and 31% more purchases.

Apparently our brains think italics = urgency. It's like your text is whispering, "Hey… this deal is hot. You might miss it."

So next time you run a promo, tilt that text. It's the cheapest conversion boost you'll ever get.

4. Use Pricing Strategies to Boost Sales

Here's a weird one: make your prices bigger. No, not the number itself — the font size. McKinlay's research shows that when prices are displayed larger, people perceive them as cheaper and more trustworthy. Buying intent **goes up 25.9%.**

It's like a Jedi mind trick in bold typeface. Small price, big impact. Literally.

5. Create Lasting Impressions with Personal Touches

In a digital world, analog wins. McKinlay suggests sending handwritten thank-you notes (even if they're photocopied). Why? Because customers eat up that personal touch. Loyalty increases, and so does future spending.

Imagine… a simple note could make someone a repeat buyer for life. That's ROI your accountant would frame on the wall.

From $1 To $66,795: How A Quirky T-Shirt Idea Became A Marketing Goldmine

In 2008, Jason Sadler turned one of the strangest marketing stunts of the decade into a six-figure business. The pitch? **Pay him to wear your company's T-shirt for a day, and he'd promote it online.** Day one cost $1. Day two cost $2. Day three cost $3. By December 31, the price was $365.

It sounds like a joke. But that "joke" made him $66,795 in year one—and later grew into a half-million-dollar venture.

Why It Worked

1. Scarcity & Urgency

Every day that passed, the price went up. Brands knew if they hesitated, the deal would slip away.

2. Novelty & Humor

Ads on T-shirts weren't new. But the way he packaged it—quirky, transparent, almost tongue-in-cheek—was impossible to ignore.

3. Social Media Leverage

Sadler didn't just wear the shirt—he amplified it. Facebook, Twitter, YouTube… each sponsor got exposure far beyond a guy in cotton.

4. Radical Transparency

The calendar was public and everyone knew what it cost. That honesty built credibility amid constant hype.

The Results

By 2010, Sadler had scaled his idea with more "human billboards" and a steeper pricing ladder. Annual revenue? Roughly **$500,000**. All from what looked like a stunt—but was really a masterclass in unconventional marketing.

The Takeaway for Marketers

You don't need a massive ad budget. You need an angle.

- **Use scarcity**. Tiered or time-based pricing creates urgency.
- **Leverage authenticity**. Quirky > polished when you want attention.
- **Be transparent**. Clear offers build trust.
- **Think sideways**. The ideas that sound too weird to work are often the ones that break through the noise.

Jason Sadler didn't just sell ad space—he sold a story people wanted to follow. That's the real power of unconventional marketing.

And while Sadler's stunt belongs to 2008, the principle behind it hasn't aged a day. The platforms have changed, the audiences have shifted, but the psychology is identical. Scarcity still drives urgency. Novelty still grabs attention. Transparency still builds trust.

Which raises the real question: How would you pull off a $1 T-shirt stunt today—in a world of TikTok feeds, NFTs, and micro-influencers?

How to Hack Today's Platforms with the Same Simple Formula

Jason Sadler's idea worked because it was fresh, funny, and ridiculously simple. But if you tried to repeat it now, it might feel dated. The trick is to apply the same principles—scarcity, novelty, transparency—inside today's platforms. Here's how:

1. The TikTok Day-Rate Challenge

Launch a "Day Sponsorship Challenge" on TikTok. Day one costs $1, day two costs $2, and so on. Each day you film a short, entertaining TikTok featuring the sponsor's brand in creative ways—dances, skits, duets. Pair it with a running countdown so followers see the price rise in real time.

Why it works: TikTok thrives on episodic content and suspense. Viewers want to see "who's sponsoring today," and sponsors get daily micro-ads.

2. The NFT Sponsorship Calendar

Mint a 365-day calendar as NFTs. Each token represents one day where a brand or individual owns your content placement—whether that's a shoutout in your newsletter, podcast, or video. As days sell out, the scarcity drives up value, and sponsors can even resell their day on secondary markets.

Why it works: It's part sponsorship, part collectible. Plus, transparency is baked in—the blockchain becomes the public pricing ladder.

3. The Micro-Influencer Relay

Instead of one person, create a relay of micro-influencers. Each influencer gets assigned a "day" to post branded content, with the daily cost escalating. The brand gets 365 influencers for one campaign, and the influencers get exposure from being part of the relay.

Why it works: Distributed reach across niches, while keeping the escalating, scarcity-based pricing model.

4. The Interactive Newsletter Shoutout

Run a year-long email campaign where each day's sponsor gets a playful, featured shoutout in your newsletter. Start at $1 and scale up. Add quirky, creative ad copy (like "This email is brought to you by Day 72's sponsor…") to keep readers engaged.

Why it works: Email is intimate and predictable. Readers start looking forward to the daily sponsor reveal.

The Lesson for 2025 and Beyond:

Sadler's genius wasn't the T-shirts—it was the framework. Scarcity + novelty + transparency = attention + revenue. Whether it's TikTok, NFTs, micro-influencers, or live streams, the model is timeless. The platform is just the stage.

Mastodon's Starter Packs Could Be a Hidden Gem for Marketers

Mastodon is testing a new "Packs" feature - similar to Bluesky's Starter Packs - to help newcomers skip the follow who stage. Rather than walking into a blank social feed, new users will be guided toward themed collections of users and content. Mastodon is also putting in guardrails: users can opt out of being included in Packs and be notified when they are added.

For online marketers, Packs could open a fresh discovery channel. Imagine your account being featured in a "Growth Marketing" or "AI Tools" pack when non followers join the network. That means early visibility without needing to force someone to search - you're simply surfaced. If Mastodon rolls this out broadly, brands that position themselves in the right Packs early could see engagement and follower growth before the feature becomes saturated.

https://techcrunch.com/2025/10/07/mastodon-is-taking-cues-from-bluesky-with-plans-for-its-own-starter-packs/
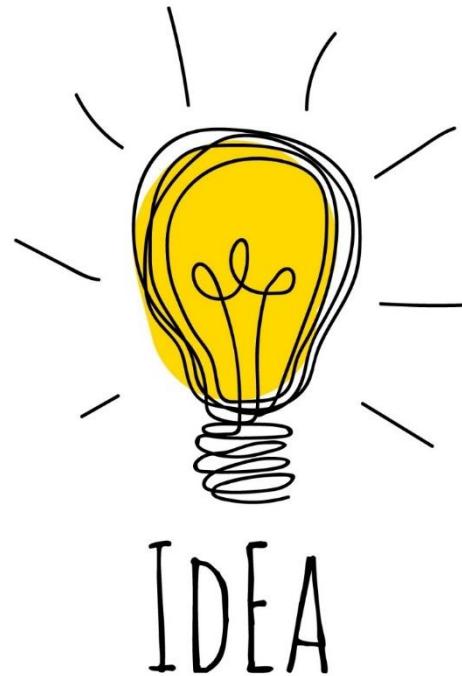
YouTube Lets You "Remix" Shorts with AI — Should Marketers Care?

YouTube's new "Extend with AI" feature lets creators (and anyone feeling bold) generate alternate endings for existing Shorts. Just pick a moment—up to five seconds - choose from AI-suggested prompts, and YouTube spits out a remixed version ready to post under your name. The original creator still gets credit, but you get to drop your brand into their viral universe without ever touching a camera.

So… should marketers care? Maybe. It's a clever shortcut to visibility - especially if you can spin a trending clip into something that actually fits your message. But there's a fine line between smart remixing and flooding feeds with AI déjà vu. If you jump in, make sure your twist adds value or humor, not just noise. Because in a feed overflowing with algorithmic déjà vu, the human touch is the only thing that still feels alive.

https://www.socialmediatoday.com/news/youtube-extend-with-ai-shorts-generation/761417/

3 Killer Moves to Nail Your Core Message — Unleash That Brand Voice Today

Every marketer knows that posting without direction is like shooting arrows in the dark. This isn't about fluff or fancy trends — it's about pinning down a core message that makes your brand recognizable from a mile away.

Here are three no-BS steps to get your messaging razor-sharp and loud.

1. Define Your "Why" — Dig way past your surface offer.

Don't stop at "we sell shoes" or "we provide coaching." Ask Why is that important? over and over (yes, the "Five Whys" technique). Go deeper: what emotional or existential need are you fulfilling? That's the nugget that transforms your message from bland to magnetic.

2. Strip it down to one unforgettable line.

Once you've excavated your true "why," your job is to turn it into an external tagline or promise that your audience can repeat. Keep it tight, bold, and aligned with what your audience actually cares about - not what you think they should care about. Nike's internal mission might be complex, but outwardly they just say, "Just Do It." That simplicity wins.

3. Make your social profiles live it.

Your messaging isn't just for ads and content — it must be everywhere: your bio, your posts, about pages, team comms. Make sure what you say and what you do echo the same theme. Over time, that consistency turns into recognition, trust, and real brand identity.

These 3 Steps Can Change Everything

Forget chasing every shiny trend or algorithm hack — these three steps are the real deal. When you know your "why," lock in your core message, and live it out consistently, your brand stops blending in and starts burning into people's memories. Suddenly, every post, ad, and email connects back to a single, powerful idea that makes your audience stop scrolling and lean in. Master this, and you won't just sound clear — you'll sound unforgettable.

Inbox Karaoke: Why Writing Emails Like You're Singing at a Dive Bar Actually Converts

Here's a weird truth no one tells you: **writing high-converting emails has more in common with bad karaoke than with copywriting school.** Think about it—karaoke is messy, emotional, memorable… and weirdly contagious. Just like your best-performing emails.

Great karaoke has rhythm. Same with email. Short sentences. Long pauses. Beats you can feel. You're not writing a college essay—you're performing. So belt it out. Give your email a flow they can tap their foot to.

Karaoke thrives on repetition—those juicy choruses everyone yells even if they're off-key. In emails, repetition reinforces ideas, builds anticipation, and makes your CTA stick. Repeat it like it's the hook in "Livin' on a Prayer."

Then there are the call-backs. Inside jokes. That line you teased in paragraph one? Bring it back for the punchline in paragraph six. That subject line? Echo it in the close. Readers love feeling "in on it." It's conversational glue.

And let's not forget the emotional arc. The best karaoke starts awkward, builds confidence, and ends with a triumphant screech (or sob). Your email should do the same—start casual, build intensity, and end with a mic-drop CTA they have to click.

Lastly, karaoke is imperfect on purpose. That's why it works. It's raw. Human. A little cringe, a little gold. When your emails feel too polished or robotic, they lose the magic. So write like you're grabbing the mic at 1 a.m.—a little wild, totally you, and ready to feel something.

Bottom line?

Sing it. Don't just say it.

Your inbox audience will be cheering by the end.

How Textfiles Turns Ancient Internet Junk into $15,000/Month

Picture a website that feels like a wormhole back to the 1980s: flickering cursors, ASCII dragons, and archives that hum with the static of dial-up. That's Textfiles.com—a sprawling collection of BBS (Bulletin Board System) files rescued from the dawn of online culture. To most, it looks like digital clutter. To retro geeks, cyber-historians, and nostalgia junkies, it's treasure.

The magic isn't in mass appeal. It's in obsession. Textfiles doesn't attract casual scrollers; it pulls in die-hard fans who treat it like a digital shrine. They don't bounce—they bookmark. They don't skim—they dig for hours. And when they find something wild, they share it with their equally fanatical friends. That's not traffic. That's community.

Here's the kicker: this "ancient junkyard" clears about **$15,000 a month**. Not through affiliate funnels, paid courses, or drop-shipped merch. Just two simple channels: modest display ads and voluntary donations. Supporters happily pitch in because the site preserves something they love. It proves a rule that every online marketer forgets in the chase for scale…

When you hit a deep passion vein, money follows.

For online marketers and affiliates, the lesson is brutal but freeing: you don't need everyone. You don't need a billion TikTok views. You don't need to trend. You need to scratch the itch that keeps a tiny tribe coming back again and again. Do that, and even banner ads and donation buttons can pay like clockwork.

Textfiles.com is proof that niche beats broad, obsession beats casual, and old ideas still mint new money.

Before you try to be everything to everyone, ask: what's the one passion worth archiving, curating, or amplifying? Because a small but rabid audience will outspend the masses every single time.

5-Step Blueprint for Monetizing a Niche Site Like Textfiles.com

You've seen how Textfiles.com turns dusty digital relics into $15,000 a month. The lesson is clear: obsessive niches pay. But how do you actually pull this off yourself—without stumbling around in the dark or wasting years on trial and error?

Here's a 5-step blueprint you can use to build and monetize your own niche site—whether your passion is retro tech, forgotten fandoms, or some micro-hobby no one else is crazy enough to curate.

1. Identify Your Ultra-Niche

Skip the mass market. Find a micro-obsession: retro tech, obscure games, forgotten fandoms. Your job is to scratch the itch no one else bothers with. Obsession beats broad interest every time.

2. Curate or Create Deep Content

Surface-level won't cut it. Become the go-to library for your niche. Archive rare finds, publish in-depth tutorials, or review artifacts nobody else touches. Pretty design doesn't matter—depth does.

3. Build a Community

You don't want one-time visitors—you want repeat fanatics. Add a forum, launch a newsletter, or let users contribute content. A site people feel part of becomes a shrine, not just a resource. Shrines get bookmarked.

4. Monetize Smartly

Keep it light-touch. Run relevant ads, sprinkle in affiliate links, or offer voluntary donations. Your fans aren't just buying—they're supporting the cause. Make them feel like patrons, not customers.

5. Keep the Obsession Alive

Update regularly. Add new finds, highlight community contributions, and keep feeding the passion. Obsessive audiences value consistency more than polish. The more reasons you give them to return, the more your revenue compounds.

Quick Takeaway: You don't need everyone. You need the right ones. An ultra-niche site with deep content, a loyal community, and subtle monetization can quietly spin into a five-figure monthly income. Textfiles proves it: Depth + obsession = profit.

The Double Opt-In Loophole: How to Turn the Second Click into a Conversion Booster

Most marketers treat the double opt-in like a necessary evil. You get the first "Yes," send the confirmation email, cross your fingers… and hope they click again. It's like proposing twice. Kinda awkward, right?

But what if that second click wasn't a hoop to jump through—what if it was your **secret weapon**?

Enter the double **opt-in micro-funnel**: a tiny, powerful moment most marketers ignore. That confirmation email? It's not just a gatekeeper. It's a stage. A second chance to surprise, delight, and pre-frame the relationship before they even see your lead magnet.

Instead of "Click here to confirm," try:

- *"One more click—and I'll send something better than you asked for."*
- *"Confirm your email & unlock a secret bonus I didn't mention on the last page."*
- *"Click to confirm, and I'll show you how [famous person] used this exact thing to [big result]."*

This isn't about trickery. It's about **momentum**. That second click is a micro-yes—and it's happening when they're still paying attention. So don't waste it on boilerplate copy.

Think of the confirmation email as your **bonus teaser trailer**. Set the tone. Drop a story. Plant a curiosity hook. Give them a reason to be genuinely excited about what's coming next—not just "confirmed."

Bottom line?

The second click doesn't have to be a drop-off point.

It can be your first conversion.

Use it like it matters—because it does.

The Scroll-Stopping Power of Ugly Fonts (Yes, Really)

Let's get one thing straight: **ugly fonts are the glitter-crocs of digital marketing**—hideous, loud, and strangely effective.

In a sanitized feed full of sleek branding and "aesthetic" minimalism, a janky font like Comic Sans or Impact shows up like a raccoon at a tea party. Unexpected. Chaotic. Weirdly magnetic. And that's the point. When everyone's whispering in pastels, an ugly font yells in neon. The brain perks up. The scroll pauses. **Mission accomplished.**

Why? Because ugly fonts commit the ultimate attention-grabbing sin: **they break the pattern.** Our eyes are trained to filter out anything that looks too polished or "ad-like." But toss in a rogue Papyrus or Curlz MT and boom—your content just became a visual speed bump.

And no, we're not saying turn your whole brand into a 2003 MySpace page. But sprinkle that visual cringe where it counts—a lo-fi meme, a "WAIT, READ THIS!" banner, a last-slide CTA that screams like it was made in PowerPoint by your uncle Gary. It's not off-brand. It's **unexpectedly on-purpose**.

Ugly fonts tell the viewer:

- "This isn't boring."
- "This is from a real human."
- "This might just be hilarious."

So, if you're feeling brave, open that font dropdown menu and scroll past Helvetica. WAY past. You're not looking for perfection. You're looking for the typographic equivalent of a kazoo solo in a string quartet.

Because sometimes, the ugliest font in the drawer is your boldest move.

Go forth. Get ugly. Get noticed.

THE BIG SECTION

The Faceless Video Fortune:
How to Build a Wildly Profitable Channel Without Ever Showing Your Face

Forget ring lights, perfect hair, and endless retakes. The new wave of creators is cashing in without ever stepping in front of a camera. Welcome to the era of faceless videos—where story, sound, and strategy beat selfies every time.

Why Faceless Videos Are Exploding

Scroll YouTube, TikTok, or Reels, and you'll spot the trend: no hosts, no "Hey guys, welcome back!" intros—just mesmerizing visuals, killer narration (human or AI), and stories people binge like late-night Netflix.

The best part? A growing army of faceless creators are quietly stacking six- and seven-figure incomes. While low-effort "AI slop" (think generic stock clips + robotic voiceovers) gets buried by the algorithm, smart faceless creators are building mini media empires in plain sight.

You'll find channels raking in tens of thousands a month by filming nothing but city walks, finance explainers, or hands-only craft tutorials that evolve into full-blown product lines. They're mastering watch-time psychology, storytelling loops, and visual hooks that make viewers forget to blink.

The best part? You don't need a studio, a team, or a camera-ready face—just strategy, creativity, and the right system.

So, let's pull back the curtain and meet a few of the faceless creators who turned silence, shadows, and sound into serious money—and how you can steal their playbook.

Case Study 1: Walking Cities — Turning Quiet Streets into a Cash Machine

Style: B-Roll / Ambient / "Silent" Content

What started as simple strolls through city streets morphed into a faceless phenomenon. **Walking Cities** has built a loyal audience of 1.8 million subscribers who tune in just to walk along — no narration, no host, no gimmicks. Just hypnotic city sounds and cinematic movement.

The Money Mix:

- $23K/month in YouTube ad revenue
- $12K/month from Patreon supporters who love the calm
- $8K/month selling stock footage to other creators and agencies
  → **Total: ~$43K/month** from walking around with a camera

Why It Matters:

Walking Cities nailed the formula for "emotion without exposition." The visuals are the story — ambient escapism in HD. Viewers project their own narratives, making the content endlessly re-watchable.

 Steal This Idea:

- Pick a niche people wish they could experience daily (city walks, ocean sounds, vintage markets).
- Shoot B-roll and let sound + vibe do the heavy lifting.

- Monetize in layers — ads, Patreon, stock footage, or even guided-audio upgrades.

Silent content, loud profits.

Case Study 2: Stats Made Clear — Turning Numbers into Narratives

Style: Data Visualization / Educational Storytelling

Stats Made Clear proves that even spreadsheets can go viral. With 1.4 million subscribers, this faceless channel turns dry data into visually addictive stories — transforming charts, trends, and insights into content people actually want to watch.

The Money Mix:
- $31K/month from YouTube ads
- $20K/month in brand sponsorships
- $5K/month selling downloadable "data templates"
  - **→ Total: ~$56K/month** from making numbers make sense

Why It Matters:

This channel shows that "boring" topics become bingeable when paired with smart pacing, storytelling, and visual rhythm. Viewers aren't watching for data — they're watching to feel smart.

Steal This Idea:
- Pick a complex topic (finance, psychology, AI) and visualize it simply.
- Use animation or motion graphics to build story flow instead of showing your face.
- Create digital assets (templates, spreadsheets, dashboards) viewers can buy to "do it themselves."

Data sells — when it tells a story.

Case Study 3: 5-Minute Crafts — The Hands-Only Empire

Style: DIY / Life Hacks / Object-Focused Visuals

5-Minute Crafts is the undisputed heavyweight of faceless content. With roughly 81 million subscribers and over 28 billion views, the channel turned glue sticks, rubber bands, and paper clips into global entertainment — all without showing a single face.

The Money Mix:

Exact figures are closely guarded, but industry estimates suggest multi-million-dollar annual revenue across ad placements, sponsorships, and spin-off ventures. Their brand recognition rivals household names — all built on hands, color, and motion.

Why It Matters:

5-Minute Crafts mastered the art of "visual velocity" — ideas delivered fast, framed tight, and instantly satisfying. The content is universal, language-free, and infinitely repurposable across every platform.

Steal This Idea:
- Pick a universal curiosity niche — DIY, organization, food hacks, gadgets.
- Focus on tight visual loops that deliver instant payoff.
- Batch-produce content so every clip becomes a repurposeable asset for YouTube, Reels, and Pinterest.

Faceless doesn't mean personality-free — it means brand-first, system-built, endlessly scalable.

Case Study 4: The Financial Diet & The Rise of Faceless Finance

Style: Personal Finance / Case Studies / Infographic Narratives

The Financial Diet started as a simple idea: explain money in plain English. Fast-forward to today, and the brand's **YouTube channel tops 1.2 million subscribers**, earning an estimated **$45K–$70K monthly** from ads, sponsorships, and content partnerships. All built on storytelling, charts, and voiceovers — not flashy personalities.

They're not alone. Channels like **Personal Finance Club** and **Investing With Rose** began as faceless explainers — transforming dry financial data into approachable, binge-worthy visuals. The formula works: one anonymized client reportedly pulled in $31,427 in a single month, just eight months after launching a faceless financial case-study channel.

Why It Matters:

Finance may be serious, but faceless formats make it safe and scalable. These creators remove the human "expert bias" and let the data do the convincing — perfect for trust-building in sensitive niches like money and investing.

Steal This Idea:

- Use anonymous voiceovers + animated charts to explain financial principles or case studies.
- Build content around repeatable frameworks (monthly budgets, side-hustle breakdowns, investing myths).
- Layer in affiliate links or digital downloads — calculators, templates, or "money maps."

Money talks. Faceless creators are proving it can also compound.

Why People Can't Stop Watching Faceless Videos

So why do people eat this stuff up? The psychology is simple — and genius:

- **Relatability**: Viewers don't feel preached to. Without a "guru" front and center, the message feels approachable — like learning from a clever friend instead of a talking head.
- **Universality**: A neutral voice or on-screen text works like a mirror. Anyone can project themselves into the story, making the content oddly personal — even when it's anonymous.
- **Mystery**: No face = instant intrigue. Who's behind it? Does it even matter? The absence of identity keeps curiosity alive and shifts focus where it belongs — on the story.

In short, faceless videos aren't a workaround — they're a strategic edge. They build trust faster, scale easier, and binge better. And right now, they're booming because audiences are exhausted by overexposed "personal brands" and craving content that feels useful, immersive, and blissfully ego-free.

What Counts as a Faceless Video (and Why Each Type Works)

Faceless videos aren't one-size-fits-all — that's their power. From voiceovers to visuals-only, each style taps a different psychological trigger. Once you know the categories, you'll instantly spot which format fits your niche, audience, and next funnel idea.

1. Slideshows & Text-Driven Explainers

Think bite-sized documentaries or animated listicles — clean visuals, snappy captions, zero small talk.

Why it works: Fast to make, endlessly reusable, and ridiculously easy to translate. One good script can go global overnight.

Benefit for marketers: Perfect for rapid testing. You can crank out a dozen ideas in a weekend, see what sticks, and double down on the winners without burning out your camera roll (or your face).

2. Stock Footage + Narration (The Classic "Faceless Doc")

Think mini Netflix episode — stitched together from stock clips, public-domain gems, and a killer script voiced by you (or your favorite AI).

Why it works: It looks bigger than you. The pacing, music, and narration create instant authority — like a full production team lives behind your laptop.

Benefit for marketers: Ideal for credibility-heavy niches like finance, tech, or business history. You're not just posting videos — you're building a brand that sounds expensive.

3. Hands-Only Tutorials (DIY, Crafts, Cooking, Tech Walkthroughs)

No talking heads — just hands in action. Tools moving, materials transforming, results appearing in real time.

Why it works: It's strangely hypnotic. Viewers get the satisfaction of seeing the process unfold without distractions. It feels personal and trustworthy — like watching a friend show you "the trick" up close.

Benefit for marketers: Perfect for selling anything tactile or teachable — from crochet patterns to Canva templates. Every video pulls double duty: part tutorial, part irresistible product demo.

4. Kinetic Text + Motion Graphics

When words move, people stop scrolling. This style turns text, shapes, and symbols into visual rhythm — every beat synced to narration or music.

Why it works: It's quick, punchy, and hypnotic — tailor-made for short-form platforms like TikTok, Reels, and Shorts. You're not just sharing info; you're choreographing attention.

Benefit for marketers: Ideal for hook-and-funnel strategy. Use kinetic clips to grab eyeballs in crowded feeds, then send that momentum straight into your longer videos, newsletters, or offers.

5. ASMR + Ambient Video Loops

Think rain on glass, crackling fireplaces, midnight city walks, or forest soundscapes — pure sensory escapism on loop.

Why it works: Infinite watch time. People don't watch these videos — they live in them. They run for hours as background comfort, racking up retention and algorithm love.

Benefit for marketers: A goldmine for passive income. Stack AdSense views, partner with sponsors like sleep or focus apps, or bundle ambient tracks into digital products. When done right, one cozy video can work for you 24/7 — literally while you sleep.

6. Gameplay + Screen Capture

From epic boss fights to Canva walkthroughs, this format turns screens into stages. It's all about what's happening on the monitor — not who's behind it.

Why it works: It taps into curiosity and community. Even without showing your face, personality seeps through commentary, pacing, and humor. Viewers stay for the skill, but they return for the vibe.

Benefit for marketers: A powerhouse for affiliate angles — think gear, software, or coaching offers. Screen captures double as subtle sales content for SaaS, digital tools, or tutorials that quietly lead viewers straight into your funnel.

7. AI-Generated Avatars & Narrators

Meet the future face of "faceless." Using tools like Synthesia, HeyGen, or Pika, creators deploy digital presenters and AI voices to deliver content 24/7 — no filming, no fatigue, no bad hair days.

Why it works: It blends the polish of on-camera video with the freedom of anonymity. Viewers still get that human connection, but you're never locked to your own face or schedule.

Benefit for marketers: Infinitely scalable. You can spin up multilingual avatars, tailor scripts for micro-niches, and build an entire AI presenter team that sells, teaches, and promotes — all while you sleep.

The Faceless Advantage Lets You Engineer Anything

The real beauty of faceless videos? You can **mix and match like a marketing alchemist**. A finance channel might blend stock footage with kinetic text. A DIY creator could pair hands-only shots with captions. A mindfulness brand might stack ambient loops with AI narration.

Each format has its own flavor — and when you understand the styles, you can **engineer content that fits your niche, resources, and monetization goals like a glove.**

Faceless doesn't mean featureless. It means freedom:

- Freedom to scale faster without burnout.
- Freedom to experiment and pivot.
- Freedom to build a brand that's bigger than your face — and lasts longer than trends.

You don't need charisma on camera. You need clarity, consistency, and a smart system. The algorithms don't care if you're photogenic. They care if your content keeps people watching.

And that's the faceless advantage — **less spotlight, more strategy**.

Picking Profitable Niches Without Guesswork

Five minutes on YouTube and you'll spot the graveyard: endless "Top 10 Facts," "Make Money Online," and recycled compilations that flatline after ten uploads. That's not niche-hunting — that's noise. If you want faceless videos that actually drive views and dollars, you need a filter that cuts through the chaos and points straight to profit.

The Desire × Evergreen × Monetization Matrix

Here's your litmus test for any faceless niche:

1. **Desire** – Is the audience obsessed? Not casually curious — obsessively searching, binge-watching, buying.
2. **Evergreen** – Will it still matter six months from now, or will it die with the next trend cycle?
3. **Monetization** – Are there real products, affiliates, or sponsors attached? Passion without profit is just a pastime.

The sweet spot is where all three collide. Example: "How to prune tomato plants." High desire (gardeners care), evergreen (tomatoes keep growing), and monetizable (soil kits, pruning tools, courses).

Tools & Shortcuts to Find Niches That Print

- **Reddit**: Forget keyword tools — lurk in subreddits. Repeated questions = niche gold.
- **AnswerThePublic**: Plug in a broad term like "budget travel" or "succulents." You'll uncover hundreds of untapped video ideas.
- **Exploding Topics**: Spot what's surging before YouTube notices. Early movers own the space.
- **Spot Faceless Gaps**: Even "crowded" niches have room. Finance channels are face-heavy; faceless explainers with charts and simple narration are still wide open.

Mini Case Study: Faceless Gardening Channel

One creator filmed nothing but hands, soil, and seeds. No voice. No persona. Just clarity. They nailed the **Desire × Evergreen × Monetization** trifecta — evergreen topic, audience craving step-by-step help, clear affiliate products. Within a year, they were banking $3K–$5K/month in affiliate sales, plus ad revenue. Quiet channel. Loud profits.

Crafting Video Hooks Without Your Face

You don't need a big personality or a perfect smile to hook viewers. On YouTube, TikTok, and Reels, you've got three seconds to stop the scroll — and faceless channels can actually have an edge here. Without a human face to lean on, you're forced to build hooks that hit harder, faster, and smarter.

How to Hijack Curiosity in the First 3 Seconds

1. Voice-First Hooks (Even with AI Voices)

Your voice doesn't need to be perfect — it just needs to punch.

Example: "This $10 gadget outsold the iPhone last Christmas — but you've probably never heard of it."

That line hits three triggers at once: contrast, curiosity, and disbelief.

If you're using AI narration, tweak pacing and add micro-pauses to make it sound intentional, not robotic. Voice ≠ warmth; voice = timing.

2. Pattern Interrupts with Visuals Only

Humans are wired to spot what doesn't fit. A goat in a suit. A cracked phone in a champagne glass. A headline in Comic Sans over a stock trader's face.

Randomness stops thumbs — logic keeps them watching.

You don't need cinematic polish; you need visual disruption. Start weird, resolve fast.

3. Zeigarnik Loops in Text Captions

The Zeigarnik Effect says unfinished stories demand closure — so use it.

Example: "She opened the box and instantly regretted it…" — and cut to suspenseful footage.

Your viewer's brain must stick around to complete the loop.

Close with a payoff or CTA: "Watch to see what happened" or "The #1 mistake is coming up."

Weaponize Curiosity: Faceless hooks work because they weaponize curiosity. When you can't rely on charisma, you have to rely on psychology — and that's exactly what makes these channels impossible to scroll past.

Swipe Vault: 7 Faceless Hook Formulas That Trigger Binge-Watching

1. **The Forbidden Knowledge Hook**

"99% of people don't know this about [topic]…"

(Pairs with stock clips or kinetic text for instant curiosity.)

2. **The Unexpected Contrast Hook**

"This $5 tool beats a $500 version every time."

(Perfect for product reviews, DIY, and affiliate plays.)

3. **The "Tiny Story" Hook**

"A farmer in Iowa did this one thing — and doubled his harvest."

(Turn niche trivia into a micro-story that begs to unfold.)

4. **The Countdown Hook**

"The #1 mistake beginners make with [topic] — and it's not what you think."

(Numbers + surprise = baked-in watch time.)

5. **The Shock Stat Hook**

"Last year, 72% of [audience] failed at [goal]. Here's why."

(Faceless explainer channels thrive on this opener.)

6. **The Visual Juxtaposition Hook**

Start with an out-of-place visual (a luxury yacht, a dumpster fire, a celebrity face) and voiceover: "What does this have to do with your morning coffee?"

(Viewers stick around to resolve the mismatch.)

7. **The Incomplete Transformation Hook**

Show a before-and-after, but hold back the "after." Voiceover: "This went from disaster to genius in under a week — here's how."

(The loop keeps them glued.)

The goal isn't to be clever. It's to make the viewer's brain itch just enough that they can't scroll away. If you're faceless, your hooks have to work overtime — and with formulas like these, they will.

Insider Production Shortcuts (How to Make Videos in Hours, Not Weeks)

Most creators burn out because they treat faceless video production like a mini–Hollywood studio: endless script tweaks, footage hunting, voiceover redos, and editing marathons. That's how you end up publishing one video a month and wondering why the algorithm hates you. The truth? Faceless videos can be a lean machine if you stack the right tools and workflows.

Building Your Faceless Video Stack

Think of your toolkit as a conveyor belt. Once it's set up, you're not "creating from scratch" — you're just feeding ideas through the system.

- **AI for Scripting**: Tools like ChatGPT, Jasper, or Claude can turn niche ideas into rough scripts in minutes. Your job is to add personality, facts, and hooks.
- **Templates for Editing**: Premiere Pro, CapCut, or even Canva offer ready-made faceless templates (think "Top 10 List," "Explainer Style," or "Product Review"). Start with templates, then brand them with your fonts, colors, and transitions.
- **Rapid Editing Workflows**: Batch tasks. Write three scripts at once, record three voiceovers back-to-back, edit in one sitting. The system eats repetition for breakfast.

Voiceover Hacks (AI Voices That Don't Sound Like Robots)

AI voices are better than ever, but even the slickest ones can fall flat without finesse. Here's how to humanize them:

- **Blend Voices**: Mix two different AI voices (male + female, serious + casual) to create dialogue or variety.
- **Micro-Pauses**: Add pauses after key phrases to mimic natural breathing. It makes your script feel less machine-gunned.
- **Emphasis Tricks**: Capitalize words or add ellipses in your script. Many AI tools will adjust tone, pacing, or stress accordingly.

B-Roll Hacks: Never Run Out of Footage

The secret weapon of faceless channels? A never-ending clip library.

- **Hidden Stock Libraries**: Beyond Pexels and Pixabay, check Mixkit, Dareful, or the Prelinger Archives (public domain gold).
- **Public Domain Archives**: Government footage, NASA clips, and old educational reels are free and often underused.

- **Remix Your Own Loops**: Shoot 10 seconds of something generic (typing, pouring coffee, city skyline) and reuse it with different filters, crops, or speeds. Suddenly you've got 20 variations from one clip.

The One-Hour Faceless Production System

Here's how to go from idea to upload in 60 minutes flat:

1. **10 minutes – Research & Script** (AI-assisted, tightened by you).
2. **10 minutes – Voiceover** (AI voice with quick tweaks for pacing).
3. **30 minutes – Edit** (drop script into template, add B-roll, captions, and transitions).
4. **10 minutes – Upload & Optimize** (SEO-friendly title, description, tags, and thumbnail).

That's it. One hour, one polished faceless video. Batch four in a row, and you've got a week of content ready to roll — without the burnout.

When you treat faceless production like an assembly line, you stop overthinking and start scaling. The creators who win aren't the ones making perfect videos; they're the ones making consistent videos with systems that let them hit publish over and over.

Branding Faceless Videos (The Secret to Standing Out in a Sea of Anonymous Channels)

If every faceless video looks the same — stock footage, generic font, AI voiceover — guess what happens? They blur together, vanish in the feed, and never get remembered. Branding isn't optional; it's the only way to make your faceless channel feel like a channel instead of a random playlist. And no, branding doesn't mean putting your face on camera. It means crafting a signature style that your audience recognizes instantly.

Visual Identity Without a Human Face

Even faceless videos need a "visual fingerprint." That could mean:

- A consistent color palette (all thumbnails and text overlays share your brand colors).
- A layout style (text placement, transitions, lower thirds) that feels cohesive.
- Branded icons or shapes that appear regularly.

The goal is to train your viewers so that one glance at a video — even on mute — tells them, "Oh, that's from you."

Color Grading, Text Style, and Recurring Motifs

Think about how Netflix shows have a "look." You can do the same with faceless videos by:

- Color Grading: Warmer tones for cozy niches (gardening, food). Cool, crisp tones for tech and finance.
- Text Style: Pick one font family and stick to it. Add personality through bold vs. italic emphasis instead of switching fonts every video.
- Recurring Motifs: Maybe it's the same animated transition, a signature arrow overlay, or a little bouncing dot that guides attention. Tiny, but memorable.

Audio Branding That Hooks Ears

Audio cues build recognition faster than visuals. Think about Netflix's "ta-dum" or Intel's chime.

- Create a short intro stinger (3–5 seconds max).
- Reuse sound effects strategically (the same "whoosh" when a list item appears, or a soft chime when a stat is revealed).

- Build a signature rhythm — even how fast your narration flows can become part of your brand.

Case Study: The Faceless Finance Channel

One finance explainer channel never showed a host, never revealed an identity, and never used custom footage. Their videos? Stock clips, simple graphs, and an AI voiceover. So how did they stand out?

Consistency in style. Every video used the same minimalist black-and-gold color scheme, the same font for on-screen text (a sharp sans-serif), and the same pacing: short punchy sentences, two-second pauses, then on to the next fact. Over time, viewers began recognizing them by feel alone.

Result? The channel grew to over 400,000 subscribers in under two years and landed sponsorship deals with fintech brands — not because the visuals were flashy, but because the branding was unmistakably theirs.

Faceless videos work when people remember you. Branding is how you get remembered without ever showing your face. It's not about logos — it's about building signals that make your content unmistakably yours.

10 Signature Branding Elements for Faceless Videos

Here's a swipeable list of 10 signature branding elements you can borrow, adapt, and remix to make your videos instantly recognizable:

1: Color Palette Consistency
- Pick 2–3 brand colors and use them everywhere: overlays, charts, captions, and thumbnails.
- Example: A gardening channel uses sage green + warm brown; a finance channel uses black + gold.

2: Font Identity
- Choose one primary font family for all on-screen text.
- Use variations (bold, italic, outlined) instead of switching fonts. Think "Helvetica = modern," "Serif = authoritative," "Rounded Sans = friendly."

3: Thumbnail Style
- Create a repeatable template: same framing, font size, and placement.
- Viewers should recognize your video at a glance in search results.

4: Intro Stinger (Audio Logo)
- 2–5 seconds of signature audio + visual animation.
- Could be a sound effect (chime, whoosh, synth hit) paired with a simple animation of your channel name or logo.

5: Signature Transition
- A unique way you move between segments: a page flip, a swoosh, a zoom blur.
- Use the same transition style every time to create rhythm and familiarity.

6: Recurring Icon/Motif
- A small visual cue that appears repeatedly: an animated arrow, a bouncing dot, a checkmark, or even a quirky character/mascot.
- Think of it as your faceless "logo in motion."

7: Narration Rhythm
- Decide on a cadence: fast-paced and punchy, or calm and deliberate.

- Consistency here makes your channel feel distinct, even with AI narration.

8: Background Music Signature
- Choose one or two music genres that always back your videos (lo-fi beats, cinematic scores, ambient electronica).
- This sets the emotional tone and reinforces your brand identity.

9: Outro Cue
- A short recurring segment that ends every video the same way: a catchphrase on-screen, a specific sound, or a call-to-action card that viewers come to expect.
- Example: "Want more? Subscribe and dig deeper with us." with the same chime + animation.

10: Pacing Pattern
- Beyond narration, think pacing: do you reveal tips in rapid-fire bursts, or slowly build tension before payoff?
- Consistent pacing style becomes part of your "signature feel."

Swipe these, mix and match, and you'll create a **visual + audio identity system** that's unmistakably yours — even without a single face on screen.

Up Next: Part 2 Drops Next Month — Here's a Sneak Peek

You've just seen **how faceless videos work**.

Next month, we go bigger — into **how they spread, scale, and sell.**

In Part 2, we'll unpack the next-level strategies behind faceless success:

Distribution Power Moves. Monetization Mastery. Faceless Funnels. Survival Checklists. Advanced Tactics.

You'll see exactly how creators are quietly flooding every major platform with faceless content — and stacking income streams that don't rely on fame, followers, or ever showing your face on camera.

Here's a sneak peek at what's coming your way:

- **The YouTube-Only Trap That's Costing You Thousands** — Why faceless creators who stay platform-exclusive leave 80% of their traffic (and revenue) on the table.
- **The "Everywhere Without Burnout" Framework** — How one 10-minute upload can spawn a week's worth of faceless content across TikTok, Pinterest, Reels, and LinkedIn in under 30 minutes.
- **The Hidden Algorithm Bias That Loves Faceless Creators** — Why platforms secretly prefer neutral, non-personality content — and how to hack that bias for massive reach.
- **Pinterest: The Silent Traffic Monster Nobody Talks About** — How faceless idea pins can quietly outrank Reels and keep driving clicks for months.
- **AdSense Is the Kiddie Pool** — Here's the Deep End — The funnel stacking strategy that turns passive viewers into active buyers using affiliates, sponsors, and digital products.
- **Invisible Sponsors, Visible Cash** — The text-overlay trick that makes brand deals feel like part of the story — not an interruption.
- **The $20K-Subscriber Case Study That Breaks the Rules** — How a tiny faceless channel out-earned million-view giants by building the right funnel instead of chasing views.
- **Four "Sludge Traps" That Kill 90% of Faceless Channels** — The deadly combo of bland stock, robotic voices, and algorithm suspicion — plus exactly how to flip each one into a power move.

- **The Survival Checklist That Separates Pros from the Pile** — A printable, repeatable checklist that ensures every video you publish builds assets instead of feeding the content graveyard.
- **The "Weekend Test-Drive" Niche Vault** — 25 overlooked faceless niches you can try this weekend, organized by category so you can find your next viral idea fast — from vintage ad breakdowns to AI travel itineraries (each one with built-in monetization potential).

See you next month — where we stop making content and start building empires.

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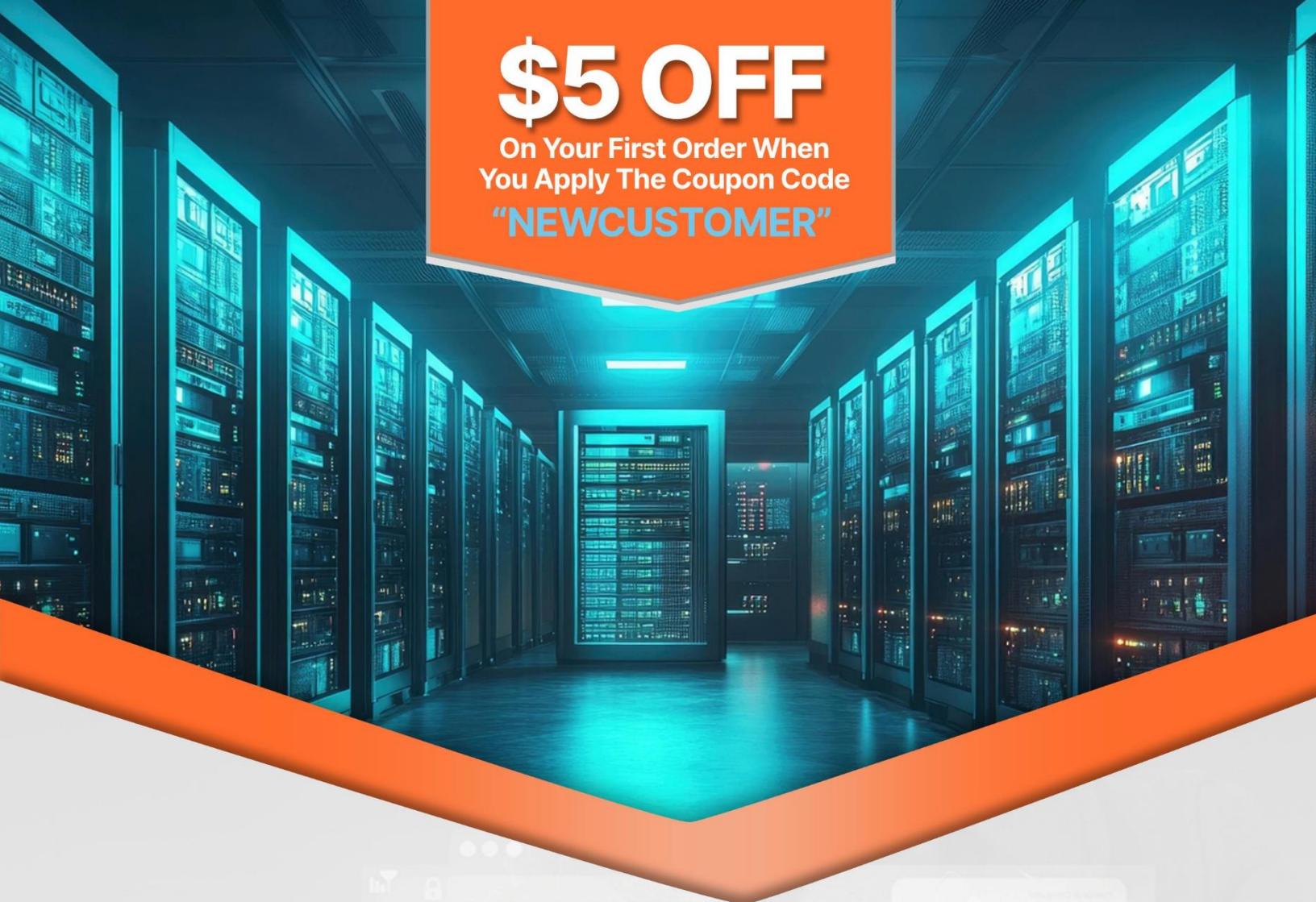
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