A FREE GUIDE BY MARYAM IDRIS

Start a Faceless Online Business with Free AI Tools

Share what you know, without showing your face.

If I knew then what I know now about AI, I would have built a faceless brand.

So many sisters don't want to show their faces on camera, and I understand why. Privacy. Modesty. Family. Or simply not wanting to be seen. I only show my face because my "why" is stronger than my discomfort. But you don't need to do that to start.

> *Your knowledge is the business. Your face is optional.*
>
> With free AI tools, you can write, design, and even speak (with a clearly labelled AI voice) without ever going on camera.

What is inside

- What a faceless business really is, and what it isn't
- How to choose your focus: what you know, and who you help
- Creating without your face: words, visuals and voice
- Your simple home online, for free
- Staying safe and honest
- Your first 7 days, as a checklist

I'm Maryam. I work in data and AI, and I help people automate their life and their work so they have time for what matters. This guide is for anyone who wants to start something online quietly: a mum, a student, someone with a day job, or anyone who would rather not be on camera.

PART 1

What a faceless business is, and what it isn't

A faceless business is built on what you know and what you make, not on your face. People come for the help, not for you on camera.

It is

- Sharing your knowledge through writing, carousels, guides and templates
- Selling something useful: a guide, a template, a service, a small product
- A brand people trust for its help, its voice and its consistency
- Something you can build slowly, around your life

It isn't

- Get-rich-quick. Nobody can promise you an income, and this guide doesn't
- Reposting other people's videos or work
- Pretending to be someone you're not
- Flooding the internet with low-quality AI content

Faceless ideas that work well

If you know about…	A faceless business could be…
Cooking, baking, meal planning	Recipe carousels, meal-plan templates, a small recipe guide
Faith and daily routines	Reminders, journaling prompts, planners, printable trackers
Your job or profession	Explainers, checklists, CV or interview templates
Running a home with children	Routines, chore charts, budget templates
A craft or a skill (sewing, design, writing)	Step-by-step guides, pattern files, a simple service

Start with what people already ask you about. That's usually your answer.

PART 2

Choose your focus

Before any tools, answer three questions. Write your answers down, or ask an AI chat to interview you about them.

1. **What do I know well?** Something you've done for years, or that people often ask you for help with.
2. **Who do I want to help?** One kind of person. "New mums who want to cook healthy on a budget" is better than "everyone".
3. **What one problem can I help them with first?** Small and specific is easier to start, and easier for people to understand.

Try this with any free AI chat

"I want to start a faceless online business. Ask me 5 questions, one at a time, about what I know and who I'd like to help. Then suggest 3 simple ideas I could start this month, using only free tools."

Then give it a name

Ask the AI for 10 name ideas, then check each one is free on Instagram and as a website address before you choose. Avoid names that copy another brand.

Your one-line description

Finish this sentence: **"I help _____ to _____, without _____."** For example: "I help busy mums cook healthy meals, without spending hours in the kitchen." That line goes in your bio, on your page, and at the top of your guide.

PART 3

Create without your face

Free plans change often, so check what each tool includes before you rely on it. Most have a free plan that is enough to start.

What you need	How AI helps	Keep it yours
Words: captions, guides, emails	A free AI chat (for example Claude or ChatGPT) can draft, shorten and organise your ideas	Give it your notes and examples of how you speak. Always edit so it sounds like you
Visuals: carousels, quotes, covers	Free design tools (for example Canva) have templates and AI image features	Choose 2 colours and 2 fonts, and use them every time. That's your brand
Video without your face	Text on screen, your hands, your work, simple scenes, or a slideshow of your carousel	Show the process: hands cooking, writing, sewing. People love it
Voice	Your own voice recorded off camera, or an AI text-to-speech voice	If you use an AI voice, say so in the caption. Don't clone anyone else's voice
Planning	Ask AI for a month of post ideas from your one-line description	Pick the ones you can actually help with. Fewer, better posts win

A simple weekly rhythm

- **2 helpful posts:** a tip, a how-to, a checklist
- **1 personal post:** your why, a lesson, a small win (still no face needed)
- **1 invitation:** your free guide, your product, or "message me"

PART 4 AND 5

Your simple home online

Social media is rented space. A simple page of your own is where people can always find you.

1. **One page is enough:** your one-line description, what you offer, and how to contact you or buy.
2. **Write it with AI,** then build it with a free website tool or free hosting plan. You can have a live link in an evening.
3. **Add one way to act:** a contact form, a link to buy, or a sign-up for your free guide.

A custom web address (yourname.com) is optional and has a small yearly cost. Buy it in your own name if you do. My free workshop "Build Your Business Website for Free, Using AI" walks through this step by step.

Stay safe and honest

Do

- Use a business email and accounts in your own name
- Say when something is AI-made, especially voices and images
- Check facts before you post, especially health, money or faith
- Keep your location and family details private

Don't

- Repost other people's videos, photos or writing
- Promise results or income you can't prove
- Put private details into AI tools (see my free Safe AI Guide)
- Use real people's faces or voices without permission

PART 6

Your first 7 days

Small steps, one a day. Tick them off as you go.

- [ ] **Day 1:** Answer the three questions in Part 2, and write your one-line description
- [ ] **Day 2:** Choose a name, and check it's free on Instagram and as a web address
- [ ] **Day 3:** Pick your 2 colours and 2 fonts, and make a simple logo or wordmark
- [ ] **Day 4:** Set up your account with a business email; write your bio from your one-liner
- [ ] **Day 5:** Ask AI for 20 post ideas, and keep the 8 you can genuinely help with
- [ ] **Day 6:** Create and post your first 2 helpful posts (no face needed)
- [ ] **Day 7:** Make your one-page home online, or a simple link page, with one way to contact you

Start quietly. Stay consistent. Let the help speak for you.

You don't need a face, a big budget or a perfect plan. You need one useful thing, shared well, again and again.

Want help starting?

Join my free workshop, **Start a Faceless Online Business with Free AI Tools**, where we do this together, live. Dates are announced on maryamidris.com and Instagram first.

This guide teaches a way of working. It does not promise results or income. Free plans and tool features change, so check each tool's current terms.