

FAILURENAIRE



Failurenaire: Faceless YouTube Automation Checklist

“Make money in your sleep without showing your face or your mom knowing you have a channel.”



What Is Faceless YouTube Automation?

It's a business model where you run a YouTube channel **without being on camera**, doing voiceovers, or even editing. Instead, you use tools (and sometimes a team) to create binge-worthy content that makes money from **ad revenue, affiliate links, and sponsors** — all while remaining a beautiful, anonymous jabroni.



The Ultimate Step-by-Step Checklist for Beginners

1. 🧠 Pick a Profitable Niche

Don't start filming cat facts unless you want 12 views and zero income.

Checklist:

- Choose between **evergreen** or **viral** content
- Browse popular faceless niches:
 - Top 10s (celebrities, sports, mysteries)
 - Finance (stocks, crypto, side hustles)
 - Motivation/inspiration

- True crime
 - Luxury/lifestyle
 - AI news/future tech
 - Search YouTube for “Top 10 [niche] channels”
 - Check views, posting frequency, and monetization potential
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2. Create a Channel with Purpose

You're not just uploading videos. You're building a binge-worthy brand.

Checklist:

- Sign into Gmail → YouTube → “Create Channel”
 - Pick a name that fits your niche (e.g., “CashFlow Chronicles” or “AI Rising”)
 - Add banner art (use Canva)
 - Add a short, keyword-rich channel description
 - Set up your about page, links, and contact email
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3. Write Scripted Content

Faceless doesn't mean soulless. You still need compelling storytelling.

Checklist:

- Research 3–5 viral video ideas from similar channels
- Use tools like ChatGPT to help write your scripts
- Keep it simple: Hook → List/Story → CTA

- Format scripts for voiceovers (natural flow, short sentences)
 - Aim for 5–10 minute videos (800–1,500 words)
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4. Record Voiceovers (or Use AI)

If your voice sounds like a dying fax machine, don't worry — you've got options.

Checklist:

- Record with your phone or use a USB mic (Blue Yeti, Fifine)
 - Or use AI voice tools: ElevenLabs, Murf.ai, Play.ht
 - Speak clearly, avoid sounding robotic, or use AI that does it better
 - Edit audio in Audacity (free) to remove noise and pauses
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5. Find Footage and Edit the Video

Don't show your face — show your editing game.

Checklist:

- Download free B-roll clips from:
 - Pexels
 - Pixabay
 - Storyblocks (paid)
 - YouTube Creative Commons
- Use editing tools like:
 - CapCut (beginner friendly)

- DaVinci Resolve (free + powerful)
 - Adobe Premiere Pro (advanced)
 - Add:
 - B-roll video
 - Subtitles or bullet pop-ups
 - Background music (free: YouTube Audio Library, Uppbeat)
 - SFX and transitions for pacing
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6. Create Thumbnails That POP

Thumbnails are 80% of the click — not your voice, not your script. The thumbnail.

Checklist:

- Use Canva, Photopea, or Photoshop
 - Bold fonts, bright contrast, big faces (even stock ones)
 - Keep it readable at phone-size
 - Study viral thumbnails in your niche and copy the style
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7. Upload & Optimize Your First Videos

This is where the YouTube algorithm decides if you're a legend or a jabroni.

Checklist:

- Upload at least **3–5 videos** to start
- Use SEO-friendly titles: "Top 10 [Niche] You Didn't Know About"

- Write keyword-rich descriptions + add timestamps
 - Add tags, a custom thumbnail, and choose a playlist
 - Turn on monetization once eligible (1,000 subs + 4,000 watch hours)
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8. Track Analytics and Improve

Don't just upload and ghost — learn what works.

Checklist:

- Open YouTube Studio → Analytics
 - Track: click-through rate, watch time, retention
 - Double down on what performs
 - Test new thumbnails and titles (A/B test with TubeBuddy or VidIQ)
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9. Outsource & Automate (Eventually)

Once you're earning, reinvest to save time and scale up.

Checklist:

- Hire scriptwriters (Fiverr, Upwork, Discord servers)
 - Hire editors or voiceover talent
 - Build a Trello or Notion board to manage workflow
 - Create a content calendar and post schedule
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10. 💰 Monetize Like a Failurenaire

Ads are just the start. The real jabroni juice is in the side cash.

Checklist:

- Enable AdSense once monetized
 - Add affiliate links (Amazon, services, tools) in descriptions
 - Get sponsors once you hit ~10K subs
 - Offer merch, digital products, or a Patreon page
 - Repurpose content on Shorts, Instagram Reels, TikTok
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Final Thought: Don't Wait to Be Perfect

Faceless YouTube Automation is one of the **lowest-risk, high-reward** hustles out there — if you stay consistent. Your first videos might be rough. You might only get 10 views. But your 50th? That's the one that could change everything.

So fail fast. Upload ugly. Learn loud. Repeat until you're monetized.