

PART 1 OF 5 · STARTER KIT

The £37 Tool Stack

*What I actually pay for to run a faceless
YouTube channel — and what to skip.*

by the Hidden Hustles HQ team

The honest version

Most faceless YouTube tool stack guides are affiliate-stuffed lists that recommend every tool with a generous commission. This isn't one of those. **This is the actual stack I pay for, every month, to run a real faceless YouTube channel.**

Five tools. Roughly £37/month. Enough to ship videos that earn — without the £200/month bloat that most guides recommend.

HONEST DISCLOSURE

I earn affiliate commission on ElevenLabs and Epidemic Sound. I do not earn anything from ChatGPT, DaVinci Resolve, or Canva. The recommendations don't change based on commission — they're here because I use them.

The full stack

Tool	Cost / month	What it does
ChatGPT Plus	£17	Scripts, titles, descriptions, research
ElevenLabs Starter*	£4	AI voiceover with commercial rights
Epidemic Sound*	£12	Royalty-free music + monetisation insurance
DaVinci Resolve	£0	Video editing (yes, it's free)
Canva	£0	Thumbnails (free tier handles a lot)
Total	£33	Real stack for a narrated faceless channel
Without voiceover	£29	For sleep / ambient channels

* Affiliate link — I earn a small commission if you sign up via my referral, at no extra cost to you.

AI WRITING

ChatGPT Plus — £17/month

Your scriptwriter, title generator, description drafter, and research assistant. The single most-used tool in this stack.

Use it for:

- Writing 1,000-word YouTube scripts from a one-sentence brief
- Generating 20 title variants for A/B testing
- Drafting video descriptions optimised for YouTube SEO
- Researching niches, competitors, and angle ideas

Alternatives: Claude is roughly equivalent. Gemini works if you live in Google Workspace. ChatGPT wins on the breadth of custom GPTs trained for YouTube creators.

Skip if: You're committed to keeping this completely free — the free tiers of Claude and ChatGPT handle most basic use cases, just with rate limits.

AI VOICE

ElevenLabs Starter — £4/month

AI voiceovers indistinguishable from human narration for most viewers. The Starter tier unlocks commercial rights and instant voice cloning.

Use it for:

- Generating long-form narration for explainer videos
- Voicing channels where you don't want to use your own voice
- Producing voiceovers in multiple languages from one source script
- Voice cloning if you want a consistent narrator without recording yourself

Alternatives: Murf has a better editing interface for tweaking pacing. PlayHT is similarly priced. None of the three is dramatically better — ElevenLabs wins on raw realism.

Skip if: You're running a sleep / ambient channel with no voiceover. Skip entirely.

AUDIO LICENSING

Epidemic Sound — £12/month

Royalty-free music and SFX cleared for monetised YouTube use. The cheapest insurance against Content ID claims that quietly disable monetisation.

Use it for:

- Background music for narrated videos
- Sound effects for transitions and emphasis
- Ambient beds for sleep / focus content
- Anything that needs music without copyright risk

Alternatives: Artlist (£15/mo, slightly higher curated quality). Soundstripe (£15/mo, stronger SFX). Both are valid. Epidemic wins on library size + ease of use.

Skip if: Don't. This is the £12 that prevents £200 worth of demonetisation issues.

VIDEO EDITING

DaVinci Resolve — free

Hollywood-grade video editor. Yes, it's free. Yes, the free version does everything you need to ship a faceless YouTube video.

Use it for:

- Assembling videos with cuts, transitions, and titles
- Audio mixing (the Fairlight tab handles this beautifully)
- Colour grading if your visuals need it
- Multicam editing if you ever go that direction

Alternatives: Premiere Pro (£22/mo) if you need Adobe ecosystem. CapCut (£8/mo) for mobile-first Shorts. Descript (£19/mo) for talking-head content with transcript-based editing.

Skip if: You're producing 4+ similar-format videos per week — then look at Pictory or InVideo AI for fast-assembly workflows.

THUMBNAILS

Canva — free tier

Thumbnail design without learning Photoshop. The free tier handles most of what beginners need; upgrade to Pro (£10/mo) when you start A/B testing seriously.

Use it for:

- Thumbnail templates and quick variations
- Channel art and banners
- Quick social media graphics for promotion
- Brand kit consistency once you have one

Alternatives: Kittl for editorial / illustrated thumbnails. Figma for designers. Photopea for free Photoshop-style work.

Skip if: You have design experience and prefer Figma or Photoshop — those are faster once you've built your templates.

What to skip entirely

The list below is what the affiliate-stuffed guides won't tell you. These are tools and services commonly pushed in faceless YouTube spaces that almost always cost more than they're worth for solo creators.

"Faceless YouTube course" subscriptions (£49-£199/month)

Everything they teach is on YouTube for free. The only thing you pay for is curation, and the curation is usually outdated within 3 months.

Premium AI script writing tools (£40-£80/month)

Thin wrappers around ChatGPT or Claude. Pay for the underlying model directly.

"Done-for-you channel" services

Several have been caught using stolen content. Even the legitimate ones produce generic, unsticky videos that don't grow.

Lifetime deals on AI tools

AI tooling moves so fast that lifetime access often means access to a stale model in 12 months. Pay-as-you-go is structurally better.

YouTube SEO tools (TubeBuddy, VidIQ) on day one

Premature optimisation. Skip until video #20+ when you need real keyword data.

Premium thumbnail services (£50-£200/thumbnail)

Learn to make your own. A weekend on Canva tutorials beats a lifetime of outsourcing this critical conversion-driver.

Where to go next

The other four parts of the starter kit:

- **Part 2:** The 30-Day Faceless YouTube Launch Plan
- **Part 3:** 50 AI Prompts for Faceless YouTube Creators
- **Part 4:** A DaVinci Resolve starter project (separate download)
- **Part 5:** Five royalty-free ambient audio stems (separate download)

Questions? Replies to the welcome email come straight to me. I read everything.

— *The Hidden Hustles HQ team*