

## LESSON 5

# Make Images with Chat

No design skills. No camera. No budget. You'll make a scroll-stopping image for the offer you just wrote.

Duration: 40 minutes

# What you'll walk away with

- Make a genuinely usable image from words.
- Write visual prompts: subject + style + mood.
- Fix an image by changing one detail.

## Run of the lesson

Part 1 · 6 min — Why visuals sell

Your offer needs a face. Anyone can make one now.

Part 2 · 12 min — The visual recipe

Subject + style + mood + detail. Vague vs specific, side by side.

Part 3 · 15 min — Do it

Make one image for your own project, then improve it.

Part 4 · 7 min — Show it

Share one creation with the room.

## Exercise: Drop yourself into an image you love (20 min)

1. Open Pinterest and search for a look, mood, or scene you love — fashion, travel, lifestyle, or portrait.
2. Screenshot 3–5 images that match the vibe you want for yourself.
3. Open ChatGPT and upload one Pinterest image plus a clear photo of your face.
4. Use the prompt below to ask ChatGPT to replace the face in the image with yours.
5. If it looks off, keep prompting: 'make the lighting match better,' 'keep the pose but change my expression,' or 'make the hair blend naturally.'
6. Save your favorite version when you are satisfied.

### Copy-paste prompts

Prompt: Replace the face in the reference image with my face. Keep the exact pose, lighting, background, color grading, and style from the Pinterest image. Make the face swap look natural and blend my skin tone with the scene.

Prompt: The lighting on my face does not match the rest of the image. Adjust the shadows, highlights, and color temperature so my face looks like it was actually photographed in that scene.

Prompt: Keep the same pose and background, but change my expression to look calm, confident, and natural — not stiff or artificially posed.

Prompt: Make the hair, skin texture, and edges blend naturally into the original image. Avoid a cut-out look. Make it look like one real photograph.

Prompt: Create a 9:16 vertical version of this image, keeping the same style and mood, optimized for Instagram Stories or TikTok.

## Reflection

- Which detail — lighting, pose, or expression — made the biggest difference when you fixed it?
- Where could you use this image for your business, brand, or social media?

## Takeaway

Your face, your favorite style, zero photo shoot. Pinterest becomes your mood board and Chat becomes your retoucher.