

VESSA STUDIO · FREE GUIDE

The Prompt *Formula Card*

One formula, the right word order and the fixes for the most common misses.

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VESSA

STUDIO · ONE OF A KIND

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One formula that works in almost every image tool, the word order that makes it land, and the fixes for the misses you'll see most often.

Results vary and nothing in this course is a promise of income, followers or views. Tool names, prices and features change; check each tool's website. This course is general education, not legal, tax or financial advice. Every Vessa influencer is an adult, and Vessa content is never nude or explicit. Always label AI content and paid partnerships.



PART 00

The Prompt Formula Card

One formula that works in almost every image tool, the word order that makes it land, and the fixes for the misses you'll see most often.

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00.1 · How the tool reads you

Inside almost every image tool are two parts. A **text reader** turns your words into numbers. A **picture maker** turns random noise into a picture that matches those numbers. The picture maker never sees your words, only what the reader passed on. If the reader drops a word or gives it little weight, the picture can't follow it, however clearly you wrote it.

That's why one prompt looks different in two tools. Three quick facts:

- **Rare words are weak.** A common word like "sweater" carries a clear meaning. A niche fashion term may get split into pieces and lose it. If a word never shows up, swap it for a plain one: "mustard-yellow" may work where "ochre" fails.
- **Typos delete words.** A misspelled word can quietly drop out of the picture. Read for spelling before any big batch.
- **A name means nothing on its own.** It only helps when the tool also has reference images or a trained model. References carry identity far better.

00.2 · The formula

TEMPLATE

{Her name}, <shot>, <pose>, wearing <outfit>, <setting>, <light>, <photo style>. Real skin texture, natural detail, unedited phone-photo look.

For a male influencer, start with `{His name}`. The last sentence is the **realism line**. It closes every prompt.

Position	Part	Why it sits there
1	Name	Tells the tool who this is first, so the references attach to the right person
2	Shot	Sets the whole frame: close-up, waist-up, full body
3	Pose	What the body does inside that frame
4	Outfit	What sits on the body
5	Setting	The world around them
6	Light	What falls on all of it
7	Photo style	The camera that caught it
End	Realism line	A steady finishing instruction

PROMPT

{Her name}, waist-up photo, wearing an oatmeal chunky cable-knit turtleneck with the sleeves pushed to her forearms, resting her chin on one hand at a small wooden café table, soft grey window light from the right, candid phone photo taken across the table. Real skin texture, natural detail, unedited phone-photo look.

Length. Write the shortest prompt that names everything you need. About 30 to 80 words suits most tools. A full prompt in this formula runs about 50 to 75 words.

> **Watch out:** Praise words like "stunning", "masterpiece", "ultra-detailed" and "8k" give the model nothing to draw. In older tools they can push your real words past the length limit. In newer tools they push the look toward glossy and fake. Delete them.

00.3 · Word order is weight

In almost every tool, words near the start pull harder than words near the end. Older readers cut words past their limit, so only the start is sure to survive. When the model is pulled two ways, the earlier signal tends to win. And the start sets the frame: once the tool has settled on a close-up, a later word about shoes has nothing to attach to.

So keep the name and shot first, then **move today's most important part forward**.

Today's goal	Move forward	Opening
A product must be clear	The product	`{Her name}, waist-up photo, holding a matte sage-green ceramic travel mug at chest height, ...`
A lookbook outfit	The outfit	`{His name}, full-body photo, wearing a double-breasted cream linen suit with a pale blue open-collar shirt, ...`

Today's goal	Move forward	Opening
A mood-led editorial	The light	`{Her name}, close-up portrait, lit by one warm tungsten lamp from the left in a dark room, ...`
A travel post	The setting	`{His name}, full-body photo, on a narrow stone stairway between whitewashed houses, ...`

> **Example:** A knit kept coming out grey instead of oatmeal. The outfit sat sixth in a long prompt, behind a busy setting. Moving it to third and cutting the setting to one detail fixed it on the first try.

Lists or sentences

Older keyword readers like short phrases split by commas. Language-model tools such as Nano Banana, GPT Image and Seedream like full sentences. The formula is a hybrid: short phrases that are each a complete little description, so it travels. Unfold it into sentences for language-model tools; fold it tighter for older ones.

00.4 · Keep each word on the right thing

Binding is how a model ties a describing word to its object. When it fails, colours and details wander.

1. Put each describing word right next to its thing.
2. Use "with" and "holding" to attach objects to people.
3. Give each object one colour. If you need two, be exact: "a navy jacket with red cuffs".
4. Don't repeat one colour across many things. Turn "white shirt, white sofa, white wall" into "white shirt, oat-coloured sofa, pale grey wall".

For two people, give each one a side of the frame and their own outfit in one phrase. "On the left" and "on the right" are among the strongest binding words there are.

Say what you want, not what you don't

Many readers see the word *hat* in "no hat" and draw one. The habit that works everywhere is the **positive swap**.

Instead of	Write
no hat	hair loose and uncovered
no logo on the shirt	a plain unbranded white shirt
no people in the background	an empty street
no blur	sharp focus throughout
not smiling	a calm, neutral expression

> **Watch out:** Never use a negative to slip past a safety rule, and never put words like "nude" in a negative box "just in case". Some filters scan every field, and a safe request can get refused. Describe the opaque, full outfit you want instead.

00.5 · The most common fixes

Name the symptom in one line ("her face is rounder than her reference", not "it looks off"). Try one fix. Change one thing only, then make three pictures and keep the best.

Symptom	Likely cause	Prompt fix
Wrong outfit, clothes ignored	Outfit too late in a long prompt; vague words	Move the outfit forward; say colour, item and fit; cut the setting to two details

Symptom	Likely cause	Prompt fix
Colours swapped between items	Binding failure	Each colour next to its item; one colour per item
Plastic, waxy skin	Praise words; no realism line	Remove praise words; end with the realism line; add "visible pores, fine lines and natural unevenness"
Face softer, rounder or younger	Tool's beauty habit; body words stacking	"her natural adult face shape and features exactly as in image 1"; remove body words
Signature mark moved or missing	Not named; a mirror selfie flipped it	Name it with its side: "the single beauty mark on her right cheek"; avoid mirror shots
Stiff, mannequin pose	Pose not described	Give an action: walking, laughing, reaching, sitting; "candid, mid-movement"
Long neck, tiny head, short legs	Extreme angle; wide-lens words	"camera at chest height"; drop "wide-angle"; choose a clear shot type
Invented logos on clothes	Model habit	"plain unbranded {item}"
Fabric looks see-through	"Backlit", "wet" or "thin"	"opaque, lined, solid fabric"; side light instead of backlight; remove "wet"
Too cinematic, film-poster look	Cinematic words; some tools default to it	"candid phone photo, slightly uneven framing, flat daylight"
Everything white blends together	Repeated colour	Vary it: cream, oat, pale grey, off-white
Busy, melting background	Too many setting details	Two setting details only; "softly blurred background"
Product floats or passes through a hand	Grip and contact not described	"held in her right hand, fingers wrapped around the side"; "resting on the table"

> **Vessa tip:** When nothing works, go back to the last prompt that did and compare the two word by word. The difference is usually the cause.

If an ordinary scene is refused, replace any trigger word ("shoot", "bare", "girl") with the plain word you meant. Never try to get around a filter.

00.6 · The eight-point reading check

Before any important prompt, read it the way the model will.

TEMPLATE

1. Does it start with the name and the shot?
2. Is today's most important part in the first third?
3. Is every describing word next to its thing?
4. Does every object have one clear colour?
5. Can any "no" word become a positive description?
6. Any rare words, typos, or names of real people or brands?
7. Is it 30 to 80 words, with no praise words?
8. Does it end with the realism line?

Chapter 00 checklist

- [ ] Every prompt starts with `{Her name},` or `{His name},` and then the shot.
- [ ] The parts follow the order: shot, pose, outfit, setting, light, photo style.
- [ ] Today's most important part sits near the front.
- [ ] Every prompt ends with the realism line.
- [ ] Most prompts are 30 to 80 words, with no praise words.
- [ ] Each colour sits next to its item, one colour per item.
- [ ] "No" words are turned into positive descriptions.
- [ ] I name the symptom, try one fix at a time, and keep the best of three.

- [ ] I never use prompts to get around a safety filter.

Go deeper

This card is the starting point. **Prompt Like a Pro** ($39) shows how each major tool reads differently, how to use reference images and editing prompts, how to get clean text into pictures, how to handle content filters honestly, how to build a prompt system and use chatbot prompt writers, how seeds and consistency work, and how to prompt for brand deals and ads. It ends with the full troubleshooting matrix across every model.

Find it at vessa.studio/books.html#prompt-like-a-pro