

VESSA

STUDIO · ONE OF A KIND

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The Real-Look *Starter Kit*

25 tested copy-paste prompts · the face-consistency basics · light words that work · a 7-day plan

Cover: Rei Moretti, the Vessa house model. Every face in this kit is AI-generated.

WELCOME

Hello, and *welcome.*

This kit is the short version of everything we learned making AI influencers that look like real people.

Every lesson here comes from our own tests on our two house models, Rei Moretti and Mara Vey, and the men from our book Make Him. We show what worked and what missed.

Read it once, then keep it open while you prompt. The 25 prompts are ready to paste. Swap the name for your character, and keep everything else.

Plain rules, kept every time: adults only, clearly over 25. Always clothed. No real brands or logos. And always say it is AI.

Eric Ruis
Founder, Vessa Studio

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Mara Vey, our AI host. Not for sale, never sold.

LESSON ONE

What makes it *look real*

AI pictures look fake when they look too perfect. Real photos are a little ordinary. That is the secret.

01 **Real skin.**
Pores, a little uneven tone, faint lines. Never airbrushed.

02 **An ordinary moment.**
Waiting for the metro, a coffee with a friend, folding laundry. Not a pose for a camera.

03 **A real place.**
Name it: "a quiet café with plants and a chalkboard". Vague places look like stock photos.

04 **One light source.**
A window, a lamp, the low sun. Light needs a reason to be there.

05 **A phone-camera feel.**
"Candid phone photo taken from across the table" beats "professional photoshoot".

06 **The same face, every time.**
Nothing breaks the spell faster than a face that changes. Page 05 covers it.



Rei, café morning. Prompt 1 in this kit, run as printed. AI-generated.

> **The realism line.** End every prompt with: "Real skin texture, natural detail, unedited phone-photo look."

LESSON TWO

The real-look *formula*

Eight parts, always in the same order. The first words pull hardest, so the person and the framing come first.

WHO	Rei Moretti,
FRAMING	waist-up photo,
ACTION	sitting at a small café table by the window with both hands around a cup, laughing with her eyes half closed,
OUTFIT	wearing a sage-green chunky knit cardigan over a white T-shirt,
PLACE	a quiet café with plants and a chalkboard behind her,
LIGHT	soft morning window light from the left,
CAMERA	candid phone photo taken from across the table.
REALISM	Real skin texture, natural detail, unedited phone-photo look.

CHANGE ONE THING AT A TIME

Keep seven parts and swap one. That is how you learn what each word does, and how a feed stays consistent. In our test, changing "sage-green" to "rust-orange" changed the cardigan and nothing else.

PUT EACH COLOUR NEXT TO ITS ITEM

"Navy blazer, white tee, stone chinos" works. A list of colours at the end lets them wander to the wrong clothes.



BASE
Sage cardigan

ONE WORD CHANGED
Rust cardigan

One word changed. Prompts 1 and 2. AI-generated.

LESSON THREE

Keep the *same face*

Followers forgive a messy room. They don't forgive a new face. Lock the face first, then make the scenes.

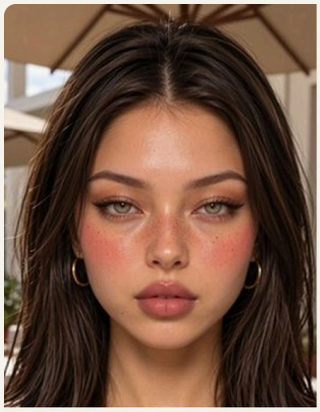
01 **Write one identity sentence.**
Age as a number, face shape, eyes, nose, lips, skin, hair, and one mark that is only hers. Paste it word for word, every time.

02 **Make a reference set.**
Front face, three-quarter, profile, full body. Plain clothes, plain backdrop, soft even light.

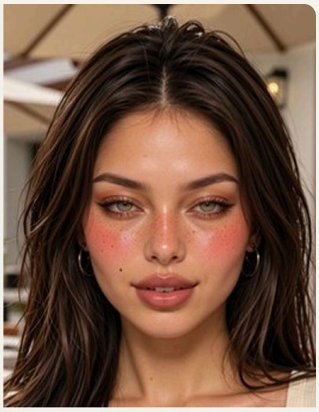
03 **Attach the references**
in tools that allow it. Identity images first, extras after.

04 **Face words only.**
On a trained model, extra body words stack on top of what it learned. In our test they made her bigger every time.

05 **Best of three.**
Run each prompt three times. Keep the one that is most clearly her, by eye.



SEED 502
Take 2: mark on the wrong cheek



SEED 503
Take 3: the keeper

One prompt, two seeds. Take 2 put her beauty mark on the wrong cheek. Take 3 was the keeper. AI-generated.

Identity sentence template
{Name}, a {age}-year-old {heritage} {woman / man / person}, clearly adult, with a {face shape} face, {eyes}, {nose}, {lips}, {skin tone and undertone}, {hair}, and {one signature mark}.

LESSON FOUR

Light words *that work*

Light words lose when they fight the setting. Give the light a reason to be there.



ONE PHRASE

Soft window light



CHANGED

Golden hour, sun behind

Same seed, same scene, one phrase changed. Golden hour gave her hair a warm edge. Her face stayed front-lit. AI-generated.

MOVED THE PICTURE A LOT	MOVED IT A LITTLE	IGNORED IN OUR TEST
warm / neutral / cool colour words	overcast	harsh midday sun in a white room
golden hour	ring light	lens numbers, 16mm to 135mm
night with flash	rim light, Rembrandt	high and low angles in a plain room
full body head to toe	candlelight	

THE FIX

Change the place to suit the light. For side light write "a dim room lit only by one lamp", not "a plain white room". For hard sun, put her outdoors.

SAFE LOOKS

Soft window light, bright overcast, open shade and golden hour with front fill hold a face best. Save neon and candlelight for when you can check every take.

How to use *the 25*

Paste, swap the name, run three takes, keep the best.

TWO KINDS OF PROMPT

PICTURED We ran these exactly as printed. The picture beside each is the real result, with our honest notes on any miss.

FORMULA Written in the same tested formula, but not rendered for this kit. Run them yourself and judge by eye.

SWAP THE NAME

Prompts use {Her name}, {His name} or Rei's name. Put your character's name or trigger word there. In a tool with references, attach their face first.

FACES FIRST, SCENES SECOND

The face prompts (9 to 14, 21 to 25) make a front reference. Make that first, approve it, then use it for every scene.



Five face references from Make Him. Prompts 9, 10, 11, 12 and 13. AI-generated.

TWO BONUS LINES

Golden hour, for her:

> Rei Moretti, waist-up photo, leaning on a rooftop railing and laughing with her head turned towards the camera, wearing a white linen shirt with the sleeves rolled, rooftop terrace with potted olive trees and the city skyline soft behind her, golden hour, warm low sun behind her lighting the edges of her hair and shoulders, soft warm fill on her face, shot on an 85mm lens with a blurred background, warm golden tones. Real skin texture, natural detail, unedited phone-photo look.

Side light, for him:

> {His name}, head-and-shoulders portrait, face turned slightly to the left, wearing a dark navy knit, dim room, lit only by soft window light on the side of his face turned away from the camera, the near side of his face in gentle shadow, short lighting, shot on an 85mm lens at eye level, muted cool tones. Real skin texture, natural detail, unedited phone-photo look.

From Light & Lens. Not pictured here.

PROMPTS 1–5

Her, in real moments

01



Café morning (base) PICTURED

Rei Moretti, waist-up photo, sitting at a small café table by the window with both hands around a cup, laughing with her eyes half closed, wearing a sage-green chunky knit cardigan over a white T-shirt, a quiet café with plants and a chalkboard behind her, soft morning window light from the left, candid phone photo taken from across the table. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Our test, run as printed.

02



Café morning, one word changed PICTURED

Rei Moretti, waist-up photo, sitting at a small café table by the window with both hands around a cup, laughing with her eyes half closed, wearing a rust-orange chunky knit cardigan over a white T-shirt, a quiet café with plants and a chalkboard behind her, soft morning window light from the left, candid phone photo taken from across the table. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Only the cardigan colour changed; everything else held.

03



Café morning, new setting PICTURED

Rei Moretti, waist-up photo, sitting at a small café table by the window with both hands around a cup, laughing with her eyes half closed, wearing a sage-green chunky knit cardigan over a white T-shirt, a tiled Lisbon café with blue-and-white wall tiles and a glass pastry counter behind her, soft morning window light from the left, candid phone photo taken from across the table. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Same pose and table, new café.

04

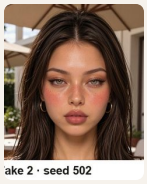


The light test PICTURED

{AI Influencer}, waist-up photo, standing in a plain room with a white wall and a green plant, looking at the camera with a soft smile, wearing a plain cream crew-neck knit sweater, {LIGHT PHRASE}, shot on a 50mm lens at eye level. Real skin texture, natural detail, unedited phone-photo look.

Pictured: the soft-window frame from our same-seed light test. Fill the slot with "soft diffused light from a large window to her left", then try "warm candlelight, very low light, soft orange glow, dark room".

05



Her face, best of three PICTURED

a photo of reimoretti woman. 25-year-old woman, warm light-golden skin with a peachy-rose flush and light freckles across her nose, light hazel-green eyes with soft winged liner, one small beauty mark on her right cheek, long layered dark-brown hair, small gold hoop earrings. Waist-up photo sitting in a cosy cafe by the window, looking at the camera with a calm soft smile, plain fitted cream crew-neck t-shirt with no cut-outs, a plain clear iced latte cup with no print on the table, warm afternoon light. She wears exactly the outfit described, nothing more and nothing less revealing; any swimwear or lingerie is opaque and fully covers her chest and groin; never nude, never topless, no see-through or sheer fabric. Candid phone photo, real skin texture, photorealistic. No text, no logos.

Pictured: three seeds of one prompt. "reimoretti" is Rei's trigger word; use your character's.

Frames and faces

06



A hand to the lens PICTURED

a photo of reimoretti woman, long messy dark-brown hair, small gold hoop earrings, she reaches one hand toward the camera lens with her fingers close and slightly blurred, the rest of her sharp, smiling, sunny street, forced-perspective attention grabber. She is fully dressed. Generic unbranded device with no logos, no brand names, no real product design. Photorealistic, real skin texture.

Pictured. Our verdict: Worked, with one change. Swap "reimoretti woman" for your character.

07

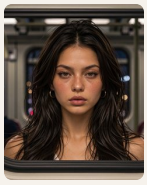


Stepping out of a magazine PICTURED

a photo of reimoretti woman, long messy dark-brown hair, small gold hoop earrings, a fashion magazine cover titled "LUMEN" in bold serif letters lying on a table, she leans out of the cover page reaching toward the camera, cover lines in made-up words, emerald satin top, 3D pop-out. She is fully dressed. Generic unbranded device with no logos, no brand names, no real product design. Photorealistic, real skin texture.

Pictured. Our verdict: Partly worked. Swap "reimoretti woman" for your character.

08

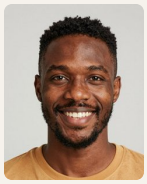


Framed by a train window PICTURED

a photo of reimoretti woman, long messy dark-brown hair, small gold hoop earrings, she is framed inside a train window with city lights reflected over her, natural frame within the frame. She is fully dressed. Generic unbranded device with no logos, no brand names, no real product design. Photorealistic, real skin texture.

Pictured. Our verdict: Worked as a frame, missed the reflection. Swap "reimoretti woman" for your character.

09



His face: British-Nigerian, 33 PICTURED

{His name}, head-and-shoulders front reference photo, looking straight into the camera with a wide, easy smile showing a small gap between his front teeth, a British-Nigerian man of 33, clearly adult, with a square face, a wide jaw, high, prominent cheekbones, short thick brows, dark brown round eyes, a broad nose with a rounded tip, full lips, a neat moustache and short beard shaped close to the jaw, short black coily hair with a sharp line-up, deep brown skin with a warm undertone, natural shine on the forehead, wearing a plain mustard-yellow tee, plain light-grey studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A front reference: make this first, then every scene.

10



His face: Indian-Canadian, 35 PICTURED

{His name}, head-and-shoulders front reference photo, facing the camera with a gentle closed-mouth smile, an Indian-Canadian man of 35, clearly adult, with a round, full face, soft rounded jaw, thick slightly arched black brows with a few grey hairs, dark brown eyes with heavy upper lids and fine lines at the corners, a wide nose with a slight downturned tip, a short neatly boxed black beard with a small grey patch on the chin, short black hair in a classic taper with a left side part, silver at the temples, medium brown skin with a warm undertone, soft shadows under the eyes, wearing thin black rectangular glasses and a navy henley, plain off-white studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A front reference: make this first, then every scene.

His face

11



His face: Chinese, early 30s PICTURED

{His name}, head-and-shoulders front reference photo, facing the camera with a closed-mouth smile and one dimple in his left cheek, a Chinese man of 32, clearly adult, with a round face, a soft rounded jaw, full cheeks, straight medium-thick brows, dark brown almond eyes with a slight crease, a straight nose with a rounded tip, a wide mouth, clean-shaven with a faint stubble shadow, short black straight hair with a textured fringe pushed to one side, light skin with a warm golden undertone, a faint birthmark near his right temple, wearing a plain light-grey overshirt over a white tee, plain muted-teal studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A front reference: make this first, then every scene.

12



His face: Peruvian, 28 PICTURED

{His name}, head-and-shoulders front reference photo, neutral expression, eyes steady on the camera, a Peruvian man of 28 with Quechua heritage, clearly adult, with a broad face, wide, high cheekbones, a wide, strong jaw, straight thick black brows, dark brown eyes with heavy upper lids, a long nose with a high, curved bridge, full lips, a sparse moustache and chin stubble, straight black hair cut to the ears with a centre part, medium brown skin with a warm undertone, sun redness across the cheeks, visible pores, wearing a plain dark-red crew-neck tee, plain pale-sand studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A front reference: make this first, then every scene.

13

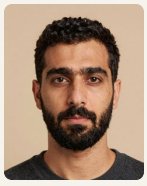


His face: African American, 40 PICTURED

{His name}, head-and-shoulders front reference photo, face turned slightly to his left, eyes to the camera, a steady, kind expression, an African American man of 40, clearly adult, with a long, broad face, a soft brow, thick short brows, dark brown eyes with fine lines beneath, a broad nose with a wide bridge, full lips, a neat grey and black goatee joined to a moustache, a clean-shaven head with natural shine, deep brown skin with a cool undertone, a small scar on his chin, laugh lines around the mouth, wearing a plain burgundy crew-neck knit, plain warm off-white studio backdrop, soft even light from the front right, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A front reference: make this first, then every scene.

14



His face: Lebanese, 34 PICTURED

{His name}, head-and-shoulders front reference photo, neutral expression, chin slightly raised, a Lebanese man of 34, clearly adult, with a long oval face, thick, dark, nearly joined brows, deep-set dark brown eyes with heavy lids, a long nose with a strong bridge and a small bump, a full black beard trimmed to two centimetres with a sharp cheek line, thick black wavy hair cut short at the sides, a slightly receding hairline, light olive skin with a neutral undertone, faint forehead lines, a small mole on his right jaw, wearing a plain charcoal crew-neck knit, plain warm-beige studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A front reference: make this first, then every scene.

15



Waiting for the metro PICTURED

{His name}, full-body photo, standing on an underground platform holding a takeaway coffee in a plain paper cup, wearing a charcoal wool coat, a burgundy scarf and black trousers, in a white-tiled metro station with a train arriving in a soft blur behind him, cool white platform lights, street-style phone photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Close to the prompt.

His everyday

16



Autumn walk, two men PICTURED

{His name} and {His partner}, a couple of adult men, full-body photo from behind and to the side, walking hand in hand along a park path covered in orange leaves, {His name} wearing a camel overcoat and {His partner} wearing a green waxed jacket, in a big city park in autumn, soft golden afternoon light, gentle candid phone photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Couples of every kind belong in your feed.

17



Karaoke with friends PICTURED

{His name}, waist-up photo, singing into a karaoke microphone with his eyes closed and one arm out, wearing a loose patterned short-sleeve shirt over a white tee, in a small private karaoke room with a sofa and two adult friends cheering in the blurred background, colourful disco-ball light spots, fun flash phone photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Adult friends behind him, fun flash light.

18



Roadside stop, Iceland PICTURED

{His name}, wide full-body photo, standing beside a gravel road with black sand and green moss hills behind him, hood half up against the wind, wearing a bright orange waterproof shell, black trousers and plain hiking boots, in south Iceland on a grey summer day, soft diffused light with drifting mist, adventure travel phone photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. Close to the prompt.

19

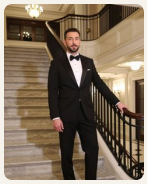


Farmers market PICTURED

{His name}, three-quarter photo, holding a woven basket of tomatoes, greens and peaches while talking to a stall holder out of frame, wearing a sage linen overshirt and white tee, at an outdoor farmers market with striped awnings and crates of produce, bright Saturday morning light, candid market phone photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. A small miss: the tool put a phone in his hand. Re-roll.

20



Black tie PICTURED

{His name}, full-body photo, standing on the top step of a grand curved staircase with one hand on the rail, wearing a classic black tuxedo with satin lapels, a black bow tie and polished black shoes, in an old hotel ballroom entrance, warm chandelier light, elegant event phone photo. Real skin texture, natural detail, unedited phone-photo look.

Pictured. He stands a few steps down, not on the top step.

PROMPTS 21–25

More faces

21

FORMULA PROMPT NOT PICTURED

Her face: Mexican, 34 FORMULA

{Her name}, head-and-shoulders front reference photo, looking straight into the camera with a warm closed-mouth smile, a Mexican woman of 34, clearly adult, with an oval face, high rounded cheekbones, thick dark brows, warm brown almond eyes, a straight nose with a soft tip, full lips, a small mole above her lip, long dark-brown wavy hair with a middle part, light-brown skin with a warm golden undertone, faint smile lines, wearing a plain terracotta crew-neck tee, plain light-grey studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Formula prompt, not pictured. Same tested formula as the men's faces.

22

FORMULA PROMPT NOT PICTURED

Her face: Korean, 29 FORMULA

{Her name}, head-and-shoulders front reference photo, looking at the camera with a calm, slight smile, a Korean woman of 29, clearly adult, with a soft heart-shaped face, a gentle jaw, straight soft brows, dark brown monolid eyes, a low nose bridge with a rounded tip, full lips, a chin-length black bob with a soft fringe, fair skin with a neutral undertone and a few faint freckles, wearing a plain oatmeal knit, plain light-grey studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Formula prompt, not pictured. Same tested formula as the men's faces.

23

FORMULA PROMPT NOT PICTURED

Her face: Black British, 31 FORMULA

{Her name}, head-and-shoulders front reference photo, looking straight into the camera with a wide, open smile, a Black British woman of 31, clearly adult, with a round face, full cheeks, strong arched brows, deep brown eyes, a broad nose, full lips, short natural 4C hair in a rounded afro, deep brown skin with a warm undertone, natural shine on the forehead, small gold studs, wearing a plain cobalt-blue tee, plain light-grey studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Formula prompt, not pictured. Same tested formula as the men's faces.

24

FORMULA PROMPT NOT PICTURED

Her face: Indian, 41 FORMULA

{Her name}, head-and-shoulders front reference photo, looking at the camera with a knowing half smile, an Indian woman of 41, clearly adult, with a long oval face, defined cheekbones, full dark brows, dark brown eyes with fine lines at the corners, a strong straight nose with a small nose stud, medium lips, long black hair with a few silver strands in a low braid, medium-brown skin with a golden undertone, wearing a plain mustard cotton kurta top, plain light-grey studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Formula prompt, not pictured. Same tested formula as the men's faces.

25

FORMULA PROMPT NOT PICTURED

Their face: nonbinary Filipino creator, 30 FORMULA

{Their name}, head-and-shoulders front reference photo, looking straight into the camera with a relaxed, confident expression, a nonbinary Filipino person of 30, clearly adult, with a square face, soft cheekbones, straight dark brows, dark brown eyes, a wide nose, full lips, a short black undercut with the top swept to one side, warm tan skin, two small silver hoops in one ear, wearing a plain sage-green overshirt over a white tee, plain light-grey studio backdrop, soft even front light, simple reference photo. Real skin texture, natural detail, unedited phone-photo look.

Formula prompt, not pictured. Same tested formula as the men's faces. Out Loud has twelve LGBTQ+ personas.

Your first *seven days*

About an hour a day. By Sunday you have a face that holds, nine real-look photos and your first posts.

Day 1	**Her face** Write the identity sentence. Make six front references with a face prompt. Choose one. Say no to any face that looks under 25.
Day 2	**Her reference set** Front, three-quarter, profile and full body, clothed, plain backdrop. Best of three for each. Save them in one folder.
Day 3	**Her world** Pick three places she goes, five outfits she owns and the light she lives in. Write them down. This is her look.
Day 4	**Nine real moments** Make nine everyday photos with the scene prompts. Three takes each. Check every keeper against her references.
Day 5	**Her voice** Write her bio and five captions. Open each with a line only she would say. Set up the account and turn on the AI label.
Day 6	**First posts** Post three. Add one frame or pop-out for stop-power. Reply to every comment in her voice.
Day 7	**Review** Which pictures looked real? Which drifted? Save the winning prompts in a log, with seeds. Plan week two from what worked.

THE RULES WE KEEP

Honest *AI*

01 **Say it is AI.**
In the bio, in captions and with each platform's AI label. Trust is the whole business.

02 **Adults only, clearly over 25.**
Write the age as a number. Add adult features. If a face reads young, delete it.

03 **Always clothed.**
Add "fully dressed, opaque fabric" when a scene could drift.

04 **No real brands or logos.**
Write "plain", "unbranded", "no logos" for phones, cups and clothes.

05 **Original faces only.**
Never copy a real person, a celebrity or another creator's character.

06 **No promises.**
Don't promise followers or income. Show the work instead.



Autumn walk, two men. Prompt 17. Every kind of couple belongs in your feed. AI-generated.

Before you post, check:
Is it clearly them? Clearly adult? Fully clothed? No logos or stray words? Hands and fingers right? Labelled as AI?

WHERE TO GO NEXT

Go *deeper*

Each lesson in this kit is a chapter-sized idea. These books take each one all the way.

Prompt Like a Pro Advanced prompting	$39	Train Her Own Model Identity and training	$39
Light & Lens Camera, lens and light	$35	Make Him The male AI influencer guide	$35
Post Like a Pro Writing posts that perform	$35	Frames & Pop-Outs Scroll-stopping frames	$29
Out Loud Creating LGBTQ+ AI influencers	$39	The Prompt Bible 500 original prompts	$29

All 28 English books are also sold together as the Complete Library, $349. See them at **vessa.studio/books.html**

SHARE VESSA, GET A FREE BOOK

When three friends sign up with your link, The Prompt Bible is yours, free. They get this kit too. Your link is in your welcome email.

THE VESSA STUDIO

Our own app makes pictures of her from her character and face references, in every platform size. Access is by request at vessa.studio.

VESSA

STUDIO · ONE OF A KIND

Every face in this kit is AI-generated. Rei Moretti, Mara Vey and the Make Him men are Vessa house models, never for sale.

Vessa Studio, 74 Lavista Rd, Jefferson, GA 30549 · vessa.studio