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# Product Research

- brainstorm different ideas for the product and validate their potential in the market

**PROMPT 1:** (AMAZON) List 50 product categories that are small and lightweight, not food items, not electronic, and are not fragile

**PROMPT 2:** Give me 10 product ideas I can sell in [specific category]

**PROMPT 3:** Is launching [specific product] a good idea? Is there a market for it in the US? Who would be my target audience? Who are my competitors?

**PROMPT 4:** How can I make this product unique and differentiate it from what's already available on the market?

# Product Title

## **PROMPT 1:**

Give me 5 ideas for a 150-200 characters (Amazon listing) title for [your product].

\*Include the following keywords in the product title: [your top keywords]

\*For SEO ranking: use specialized tools to find high search volume keywords for your product category e.g., Helium for Amazon search keywords

# Product Description

**PROMPT 1:** Write a 1,000 to 2,000 characters product description (for an Amazon listing) for [your product]. Write to the point, without fluff. Include the following keywords in the product description: [keywords]

**OR**

Include keywords to help me rank in SEO

# Product Bullet Points

**PROMPT:** Brainstorm 20 key product features for [your product]

Use this format:

KEY PRODUCT FEATURE: Description

**PROMPT:** Now write 5 bullet points between 200 to 250 characters (for an Amazon listing) for [your product] on these topics: [your chosen topics]. Rewrite topics' titles.

Include the following keywords: [keywords]

# Amazon listing

**PROMPT 1:** Choose relevant fields from the fields list that I need to fill out for my product based on my product type. Ask me all the necessary questions to gather the required information for these fields.

Here is a list of available fields: [fields]

**OR**

First, describe the product as much as possible

**PROMPT:** Using my product description and your knowledge of the product, fill out all the relevant fields for my product. Skip any irrelevant fields. Here is a list of available fields: [fields]

# FAQs

**PROMPT 1:** Give me a list of 10 most commonly asked questions for [your product]

**PROMPT 2:** Provide short answers to each FAQ to assist potential customers with [your product]



# Reviews Analysis

**PROMPT:** Analyze the above reviews about [product]. Suggest easy, minor modifications to improve the product based on this feedback.

**PROMPT:** Analyze the above reviews about [product]. Give me top 5 things people liked about the product. Give me top 5 things people dislike about the product. How can I improve the product based on these reviews?



# Customer Support

**PROMPT:** Write a professional and helpful response to a customer inquiring about [specific product feature or issue].

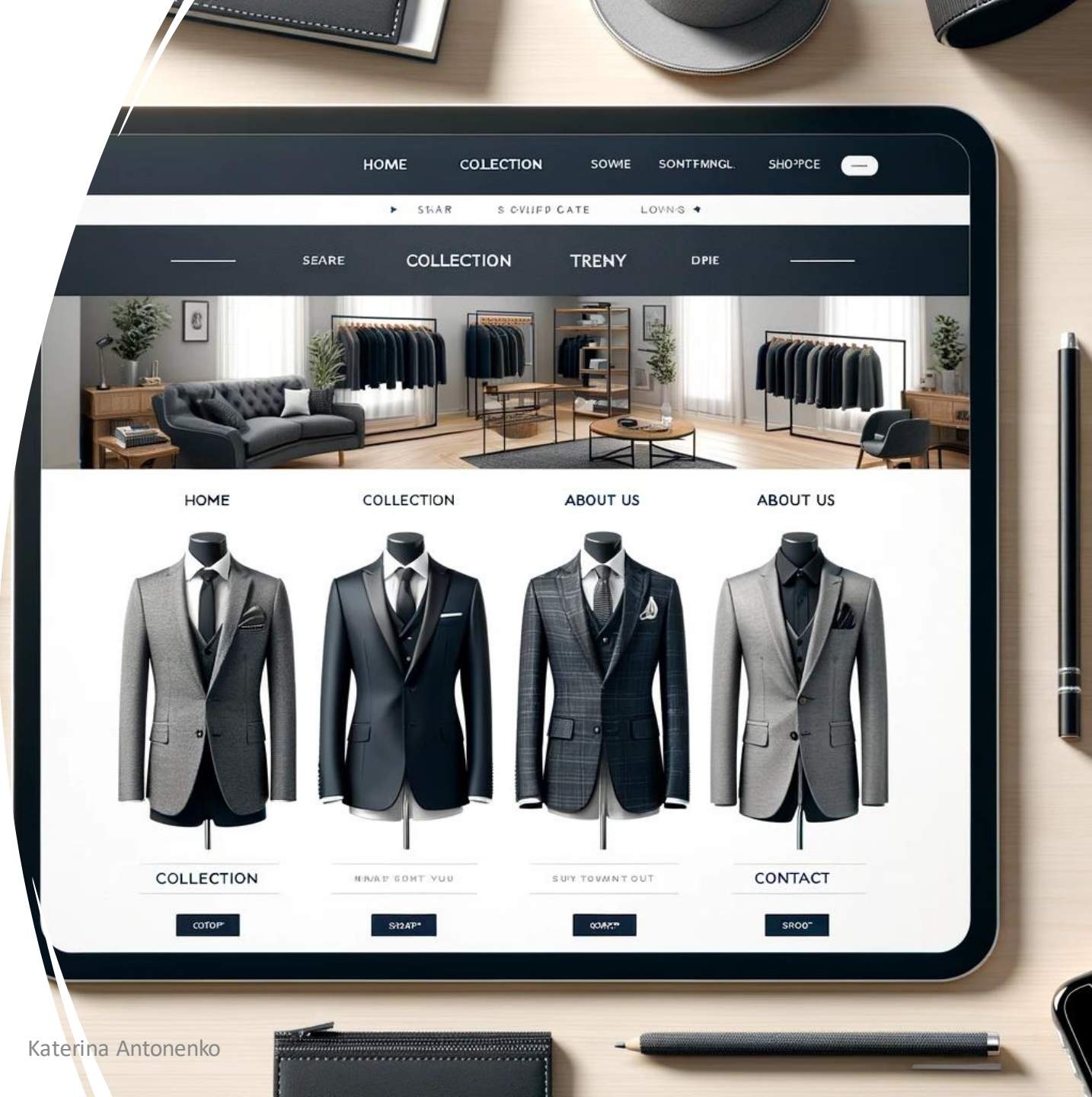
**PROMPT:** Reply to the email from a customer who had a bad experience with [your product]. Begin by apologizing for the inconvenience. Acknowledge their problem and offer a solution. Write in professional and helpful tone.

# Website ideas

**PROMPT :** Give me 5 website design ideas for [online shop]

**PROMPT:** Give me 5 website styles for an online shop for [your products]

DALLE 3: Contemporary website design for an online fashionable men suit clothing online shop

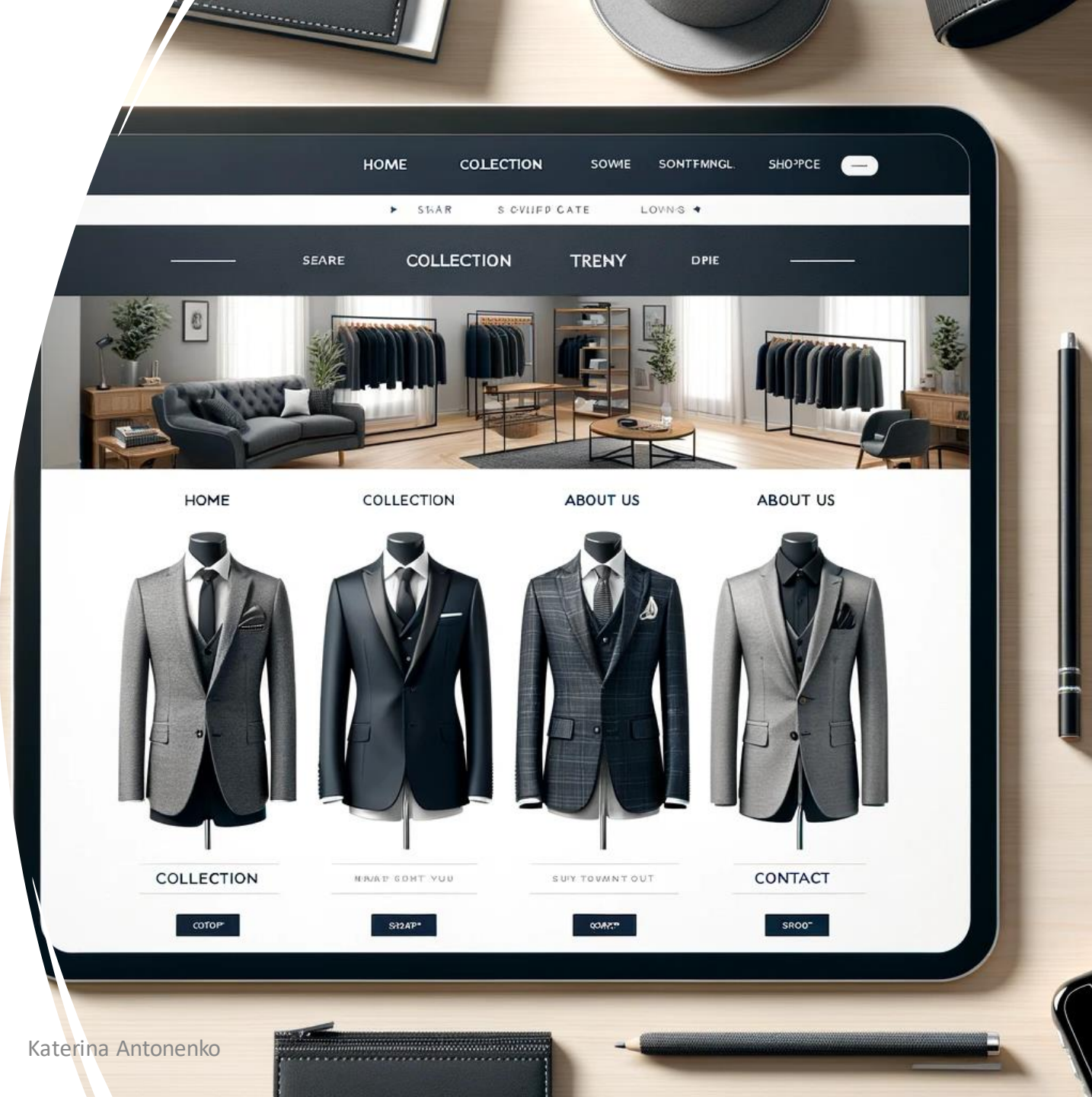


# Website ideas

## PROMPT (DALL-E/MIDJOURNEY):

Website design + online shop  
+ style

E.g. website design, baby  
products online shop,  
minimalistic style with pastel  
colors





# Infographics

**PROMPT :** Give me 5 infographics ideas for [my product]



# Infographics

## PROMPT (DALL-E/MIDJOURNEY):

Infographics + product description

E.g. Infographics, sneakers

Infographics + focus of infographics + product

E.g. Infographics showing safety features of children's bicycle



# Product Settings Ideas

**PROMPT 1:** Give me 5 lifestyle-themed ideas for a product photoshoot for [product], showing how customers use it in every day lives

**PROMPT 2:** Give me 5 specific scene descriptions for **[specify the idea]**

**PROMPT 3:** Now provide precise details for a photoshoot. Begin with the camera angle, followed by the subject, scene description, background, and lighting. Use this format e.g., close shot a man wearing earpods, jogging in a park at sunrise, soft morning light

Midjourney: high angle shot, a baby in a highchair, smiling while holding the silicone spoon, kitchen background, natural light





# Product Photo Ideas

**PROMPT:** Give me 5 product photoshoot ideas for [product]

**PROMPT:** Give me 5 minimalistic product photoshoot ideas for [product]. Focus on clean and simple aesthetics

**PROMPT:** Give me 5 product photoshoot ideas for [product] with a seasonal or holiday theme

Midjourney: Product photography, high-angle view, ketchup bottle surrounded by fresh tomatoes and herbs, rustic wooden table, natural light, farm-fresh feel.

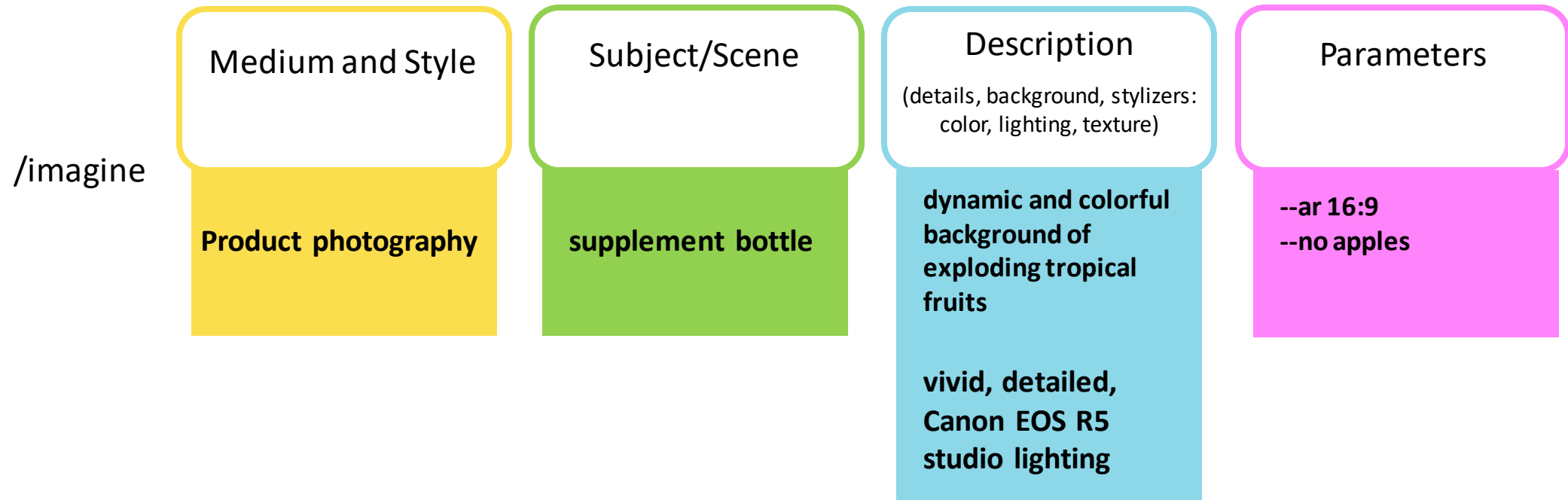


# Product Photo Prompt

- I want you to create prompts for Midjourney image generation based on the criteria below:
  - It has to be structured in the following order:
    1. Medium and style (e.g. Product Photography, Commercial Photography)
    2. angle or shot (e.g. low angle, high angle, aerial view, top down shot, macro shot, side view, close-up shot, three-quarter view)
    3. description of objects and composition
    4. background (e.g. clean pastel tone background)
    5. lighting (e.g. natural light, studio lighting, candlelight, morning light, colored lighting, backlighting, soft diffused light, reflecting soft shadows)
    6. other stylizers (e.g. detailed, warm tone, cold tone, minimalistic)
  - For product photography, you can add decorating objects like fruits, stones, branch, leaf, flower and etc. for more interesting composition
  - Here are the examples of successful prompts:
    1. Product photography, profile angle shot, a skin care cream and lavender textile on a white table, soft morning sunlight from the window, beautiful light and shadow, clean style
    2. Product photography, a white candle with orchid branch, on pastel color background, soft lighting, minimal, dreamy
    3. Product photography, high angle view, wine bottle with vine branches around it, light beige background, studio lighting, warm tone
    4. Commercial photography, designer lipstick in powerful explosion of red dust, pastel background, studio lighting, high resolution
    5. Commercial photography, designer shoes in powerful explosion of colorful dust, dark purple background, studio lighting, fine detail, professional color grading
    6. Commercial photography, eye-level view, pouring a can of orange juice in a glass, water splash effect, orange background studio lighting
    7. Product photography, eye-level view, a lotion bottle, blurry bamboo trees background, natural light, depth of field
- Begin by asking: what's your product photoshoot idea? After I give you an idea, give me 5 prompts based on criteria and examples above. Limit the prompts to 20 words.



# Midjourney prompts



# Defining the prompt

- Product Photography
  - product advertisement photo
  - commercial photography
- Angle
  - Macro shot: zoomed-in shot on a product
  - Aerial view
  - High/low angle
- Lighting
  - Studio lighting
  - Natural light
  - Soft shadow light
- Color
  - Pastel tone
  - Beige color
  - Contrasting colors
- Decorating items
  - Flowers
  - Leaves
  - Wood
  - Branches