

THE LOOPWORKER PROMPTING GUIDE

From Idea to Full Brand in One Weekend

THE CORE PHILOSOPHY

You're not prompting. You're art directing.

The difference between amateur AI images and professional ones isn't the tool. It's the thinking behind the prompt.

THE 5-LAYER PROMPT STRUCTURE

Every professional prompt has 5 layers:

Layer 1: THE FEELING

What emotion should this evoke?

- Nostalgic, warm, intimate
- Bold, energetic, urgent
- Calm, minimal, sophisticated
- Raw, gritty, authentic

Example: "nostalgic warmth of a Sunday morning"

Layer 2: THE STYLE

What does this look like technically?

- 35mm film grain, warm highlights
- Editorial flash photography
- Soft natural window light
- High contrast, deep shadows

Example: "35mm film aesthetic, warm color grade, visible grain"

Layer 3: THE SUBJECT

What's actually in the frame?

- Be specific about position, action, expression
- Include environmental context
- Describe relationships between elements

Example: "barista's hands tamping espresso, steam rising, worn wooden counter"

Layer 4: THE DETAILS

What makes this feel real?

- Imperfections, texture, wear
- Specific materials and surfaces
- Environmental storytelling elements

Example: "scratched countertop, coffee ring stains, morning light through dusty window"

Layer 5: THE TECHNICAL

Camera/render specifications

- Aspect ratio
- Depth of field
- Lens characteristics

Example: "shot on 50mm lens, shallow depth of field, 3:4 aspect ratio"

THE MASTER PROMPT TEMPLATE

[FEELING]: [emotional quality] atmosphere, [mood] energy

[STYLE]: [photography/art style], [lighting description], [color treatment]

[SUBJECT]: [main subject with action/pose], [environment/setting]

[DETAILS]: [texture elements], [imperfection details], [environmental storytelling]

[TECHNICAL]: [camera/lens specs], [aspect ratio], [any specific rendering notes]

EXAMPLE: COFFEE SHOP BRAND

Bad Prompt: "A beautiful coffee shop interior with good lighting"

Good Prompt: "Nostalgic warmth of early morning coffee ritual. 35mm film aesthetic, warm color grade, visible grain, soft window light creating long shadows. Barista's weathered hands tamping espresso, steam rising from the machine, worn marble countertop with coffee ring stains. Scratched wood shelving, mismatched ceramic cups, morning sun through frosted glass. Shot on 50mm lens, shallow depth of field, 3:4 aspect ratio."

PROMPT FORMULAS BY BRAND TYPE

FOOD & BEVERAGE

[Time of day] atmosphere in [setting]. [Film stock] aesthetic, [lighting quality]. [Hands/action] with [product], [surface texture]. [Environmental details that tell story]. [Camera specs].

FASHION/APPAREL

[Energy/attitude] of [cultural reference]. [Photography style], [flash/natural] lighting, [color treatment]. [Model pose/attitude], [garment details], [setting]. [Texture: fabric, skin, environment]. [Editorial camera specs].

LIFESTYLE/WELLNESS

[Emotional state] moment of [activity]. [Soft/natural] lighting, [color palette]. [Person in action], [product integration], [serene environment]. [Tactile details: materials, textures]. [Intimate camera angle].

TECH/MODERN

[Innovation/future] aesthetic with [contrast element]. [Clean/minimal] lighting, [color accent]. [Product hero shot], [context of use], [premium materials]. [Reflections, surfaces, precision]. [Commercial camera specs].

THE CONSISTENCY SYSTEM

To maintain brand consistency across multiple images:

1. Create a Style Bible

Document these for your brand:

- Primary lighting direction
- Color palette (specific tones)
- Texture vocabulary
- Camera/lens specs
- Recurring environmental elements

2. Reference Previous Outputs

Include in prompts:

- "Maintaining the same warm color grade as previous images"
- "Same lighting setup: soft window light from left"
- "Consistent with established brand aesthetic"

3. Use Seed References

When you get an image you love:

- Note what worked
- Extract the key descriptors
- Build a template from it

COMMON MISTAKES TO AVOID

Mistake 1: Adjective Stacking

Wrong: "Beautiful, stunning, amazing, gorgeous, perfect" **Right:** Specific descriptors that add information

Mistake 2: Vague Lighting

Wrong: "Good lighting" or "professional lighting" **Right:** "Soft diffused light from upper left, deep shadows on right side"

Mistake 3: Generic Subjects

Wrong: "A woman holding a product" **Right:** "Woman's hands (visible texture, short natural nails) cradling ceramic jar, fingertips pressing into matte surface"

Mistake 4: Missing Imperfections

Wrong: "Perfect, flawless, clean" **Right:** "Slight skin texture, natural pores, asymmetrical composition"

Mistake 5: No Emotional Anchor

Wrong: Starting with the subject **Right:** Starting with the feeling you want to evoke

QUICK-START PROMPTS

Copy these and modify for your brand:

Product on Surface

[Brand mood] stillness. [Film stock] aesthetic, [side/top] lighting with [shadow quality]. [Product] resting on [surface material], [surface texture/imperfections]. [Background elements]. Shot on [lens], [depth of field], [ratio].

Hands with Product

[Emotional quality] moment of [action]. [Lighting style], [color warmth]. [Hand description] [action verb] [product], [product details visible]. [Environmental context]. [Intimate camera angle], [ratio].

Lifestyle Scene

[Time/mood] atmosphere in [setting type]. [Photography style], [natural/artificial] light. [Person in context] with [product integration], [authentic details]. [Environmental storytelling]. [Documentary camera style], [ratio].

NEXT STEPS

1. Pick ONE brand concept
 2. Define your 5 layers
 3. Write your master prompt
 4. Generate 10 images
 5. Pick best 3, note what worked
 6. Refine and repeat
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This guide is from LOOPWORKER. For more resources, follow @loopworker on TikTok and Instagram.