STOCK PHOTO REPLACEMENT WORKFLOW

Stop Paying for Generic. Start Creating Custom.

THE PROBLEM

Stock photos:

- $29+/month subscriptions
- Generic, used by everyone
- Never quite fits your brand
- Licensing headaches
- Limited customization

AI-generated:

- $20/month (ChatGPT Plus)
- 100% custom to your brand
- Exact style you want
- Unlimited usage
- Infinite variations

THE REPLACEMENT WORKFLOW

Step 1: Identify What You Need

Common business image needs:

- Hero images for landing pages
- Blog post headers
- Social media content
- Presentation backgrounds
- Email newsletter images
- Product mockups
- Team/culture shots (abstract)
- Concept visualizations

Step 2: Define Your Style

Before generating, know:

- Color palette (from your brand)
- Photography style (clean, editorial, lifestyle)
- Mood (professional, friendly, bold)
- Lighting preference (soft, dramatic, natural)

Step 3: Build Master Prompts

Create templates for each content type you need regularly.

REPLACEMENT PROMPTS BY CATEGORY

Hero/Landing Page Images

Stock: Generic handshake, laptop lifestyle shot

AI Prompt:

```
Professional business concept image. [Your brand's lighting style], [your color
palette]. Abstract representation of [concept: growth/connection/innovation]. Clean,
modern, ample space for text overlay. No faces, no hands. Sophisticated corporate
aesthetic. [Your preferred ratio].
```

Example:

```
Professional business concept image. Soft, diffused lighting, blue and white color
palette with gold accents. Abstract representation of growth — geometric shapes
rising, elegant lines suggesting upward movement. Clean, modern, ample space for text
on left third. No faces, no hands. Sophisticated corporate aesthetic. 16:9 ratio.
```

Blog Post Headers

Stock: Obvious metaphor (lightbulb = idea, mountain = challenge)

AI Prompt:

```
Blog header image for article about [TOPIC]. [Your brand's style] aesthetic. Subtle,
sophisticated visualization of the concept. [Color palette]. Clean composition with
space for title overlay. Avoid clichés. [Ratio, usually 16:9 or 2:1].
```

Example for "Building Better Habits":

```
Blog header image for article about building better habits. Minimal, clean aesthetic
with soft morning light. Subtle visual of daily ritual — perhaps a perfectly made bed
corner, or organized desk detail. Warm neutral tones, cream and soft brown. Clean
composition with space for title on left. Avoid clichés like checklist or alarm clock.
16:9 ratio.
```

Social Media Content

Stock: Overused templates, obvious graphics

AI Prompt:

```
Social media image for [PLATFORM]. Topic: [SUBJECT]. [Your brand style] — [lighting,
colors, mood]. [Content type: quote background, announcement, product feature]. Space
for text overlay. [Platform-specific ratio].
```

Example for Instagram:

```
Instagram post background. Topic: motivation. Minimal aesthetic — soft, dreamy
gradient in brand colors (sage green to cream). Abstract, calming, with visible
texture. Optimized for text overlay in center. No distracting elements. 1:1 ratio.
```

Presentation Backgrounds

Stock: Boring gradients, overused patterns

AI Prompt:

```
Professional presentation background. [Your brand style]. [Color palette] as primary
tones. Subtle, non-distracting pattern or gradient. Clean, corporate but not boring.
Optimized for dark text overlay. 16:9 ratio for slide deck.
```

Email Newsletter Headers

Stock: Seasonal/obvious themed images

AI Prompt:

```
Email newsletter header image. [Current theme/topic]. [Brand style] aesthetic with
[color palette]. Clean, professional, engaging without being distracting. Optimized
for email format. 600px wide concept, 3:1 ratio.
```

Abstract Concept Images

Stock: Overused metaphors (puzzle pieces, gears, light bulbs)

AI Prompt:

```
Abstract concept visualization: [CONCEPT]. Sophisticated, minimal aesthetic. [Your
brand colors]. No clichéd symbols. Instead, use [abstract shapes / flowing forms /
architectural elements / natural textures]. Subtle, elevated, could work for a premium
brand. [Ratio].
```

Concept Alternatives:

- Growth: Rising organic forms, architectural lines
- Connection: Interlocking shapes, subtle networks
- Innovation: Dynamic geometry, light refraction
- Trust: Solid forms, balanced composition
- Speed: Flowing lines, motion blur
- Quality: Precise details, premium materials

BATCH CREATION SYSTEM

Monthly Content Planning

Week 1: Audit Needs

- List all content pieces for the month
- Identify image needs for each
- Group by type (hero, social, blog, etc.)

Week 2: Batch Generate

- Create in focused sessions

- Generate 10 variations per concept
- Pick best 3, refine if needed

Week 3: Organize Library

- Sort by type and topic
- Name files descriptively
- Create easy-access folder structure

Week 4: Deploy & Track

- Use in content
- Note what performs best
- Inform next month's approach

FOLDER STRUCTURE

```
/Brand_Images
  /Hero_Shots
    – landing_page_v1.png
    – landing_page_v2.png
    – product_page_hero.png
  /Social_Media
    /Instagram
      – quote_bg_sage.png
      – announcement_template.png
    /LinkedIn
      – professional_abstract.png
  /Blog_Headers
    – habits_article.png
    – productivity_article.png
  /Email
    – newsletter_header_jan.png
    – promo_header.png
  /Presentations
    – slide_bg_light.png
    – slide_bg_dark.png
```

TIME COMPARISON

Task	Stock Photo	AI Generated
Find hero image	20-45 min searching	5-10 min generating
Blog header	15-30 min searching	3-5 min generating
Social content	10-20 min per image	2-3 min per image
Custom concept	Often impossible	5-10 min

Monthly time saved: 3-5 hours minimum

COST COMPARISON

Scenario	Stock Photo	AI Generated
Monthly subscription	$29-99/month	$20/month (ChatGPT Plus)
20 images/month	Included (limited)	Unlimited
Custom requests	$50-500 each	Included
Brand consistency	Hit or miss	100% controlled

QUICK-START TEMPLATES

Copy and modify these:

Clean Abstract

```
Abstract [brand adjective] image. Soft [color 1] to [color 2] gradient. Minimal,
subtle [texture/pattern]. Professional, modern, elevated. Space for text. [Ratio].
```

Lifestyle Concept

```
[Mood] lifestyle concept image. [Lighting style], [color palette]. Focus on
[detail/object/scene] suggesting [brand theme]. No faces. Authentic, not stock-
looking. [Ratio].
```

Tech/Modern

```
Modern [tech/business] concept. Clean, minimal aesthetic. [Geometric/abstract]
elements in [brand colors]. Sophisticated, premium feel. [Ratio].
```

NEXT STEPS

1. List your most common image needs
2. Define your brand's visual style
3. Create 3-5 master prompt templates
4. Generate your first batch (20 images)
5. Build your organized library
6. Cancel that stock subscription

This workflow is from LOOPWORKER. For more resources, follow @loopworker.