

AI Image Creation Guide for Amazon Listings

Nurise Listing Optimization

Overview

This guide covers using ChatGPT 4o to create professional Amazon listing images, including main images, secondary images, and infographics. AI image generation can produce usable assets in minutes rather than hours.

What You Can Create

Image Type	Use Case
Main Images	Product on white background, with parts, with packaging
Secondary Images	Sizing, durability, applications, POV shots
Infographics	Feature callouts, comparisons, benefits
Lifestyle Images	Product in use, scenarios

Time Comparison

Method	Time
Traditional design	Hours to days
AI generation	Minutes per image
AI with revisions	5-15 minutes per final image

Part 1: Getting Started with ChatGPT 4o

Basic Setup

- Access ChatGPT with 4o model
- Create a **Project** for your product
- Organize tasks within the project

Project Organization

Keep concepts separate to avoid confusion:

```
Project: [Product Name]
├─ Main Image v1
├─ Main Image v2
├─ Durability Graphic
├─ Ease of Use Graphic
├─ POV/Magnification Graphic
└─ Applications Graphic
```

Why This Matters:

- Long threads confuse the AI
- Multiple reference images cause blending
- Separate tasks = cleaner results

Speed Tips

- Each image: 1-1.5 minutes to render
- Run multiple tasks simultaneously
- If stuck over 1.5 minutes, type "Why isn't this starting?"

Part 2: Creating Main Images

Main Image Levels

Level 1: Product Only

- Basic white background
- 3D render style
- Clean and professional

Level 2: Product + Parts (Inclusions)

Product + carrying case + accessories + extras

Level 3: Product + Parts + Packaging

Product + inclusions + branded box with keywords

Main Image Prompt Example

Create a product photo on a pure white background showing:

- [Product description]
- Clean, professional lighting
- 3D render style

Scale: 2000 x 2500 pixels

Scaling Images

Request specific dimensions:

- Standard: 2000 x 2500 pixels
- ChatGPT 4o can upscale automatically

Part 3: Creating Secondary Images

Common Secondary Image Types

Type	Purpose
Sizing graphic	Show dimensions/fit
Durability graphic	Address drop/water concerns

Applications graphic	Show use cases
POV/Magnification	Show product in action
Product anatomy	Highlight features
Ease of use	Show simplicity
Gifting	Holiday/occasion themes

Applications Graphic Layout

Show multiple use cases in quadrants:

Camping	Sports
Road Trip	Hiking

Durability Graphic Elements

Common elements to include:

- Person interacting with product
- Drop or water scenario
- "Shockproof" / "Waterproof" text
- Action shot showing durability

Part 4: The Sketch Method

Why Sketch First

Drawing a simple layout helps you:

- Describe exactly what you want
- Verify all elements before refinement
- Get cartoonish V1 for approval
- Refine to photorealistic

Sketch Process

Step 1: Draw Layout Simple sketch showing:

- Where text goes
- Where images go
- General composition

Step 2: Add Text Description Describe each element clearly:

- Title/subtitle text
- Scene descriptions
- Person actions
- Color preferences

Step 3: Generate V1

- First output will be cartoonish
- Verify all elements present
- Check layout is correct

Step 4: Refine

"Make this more photorealistic"

Sketch Elements to Include

1. Title placement
2. Person position and action
3. Product placement
4. Background elements
5. Text labels

Part 5: Handling People in Images

The Context Rule

ChatGPT needs context to create people:

Bad Prompt (Too Vague):

"I want a photo of a girl using binoculars"
= May be rejected

Good Prompt (With Context):

"For extra context, this is a scene of a homeowner maintaining their inflatable hot tub on a patio. They should be wearing casual outdoor clothing. The adult should be in their 30s-40s and look relaxed while performing routine maintenance."
= Accepted

Context Elements to Include

1. **Setting/scenario** (backyard patio, spa maintenance, pool area)
2. **Activity being performed** (filter replacement, spa cleaning, relaxation)
3. **Appropriate clothing** (casual outdoor wear, swimwear if in spa)
4. **Age range** (7-9 years old, adult, etc.)
5. **Color scheme/mood** (outdoor, bright, natural)

Part 6: Using Reference Images

Types of Reference Images

Type	Use
Hand-drawn sketch	Layout planning

Competitor image	Style inspiration
Your product photo	Product accuracy
Design library examples	Infographic style

How to Use References

1. Upload reference image to ChatGPT
2. Describe what you like about it
3. Request similar style for your product
4. Iterate from there

AMZ Design Kit Resource

Library of 30,000+ design examples:

- Main images
- Secondary images
- A+ content
- Templates

Cost: ~\$15-20

Part 7: Revision Best Practices

Optimal Revision Count

Sweet Spot: 5-7 revisions

Revisions	Quality
1-3	Improving significantly
4-5	Fine-tuning
6-7	Marginal improvements
8+	Often getting worse

When to Stop

Signs to stop revising:

- Quality degrading
- New problems appearing
- Same issues repeating
- Thread getting confused

Hybrid Approach

After 5-7 revisions:

1. Take best elements from different versions
2. Hand off to designer for final polish
3. Combine quadrants from different outputs

4. Fix minor issues in Photoshop
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Part 8: Market Research for Images

Why Research First

Identify what graphics to create based on:

- Customer objections (DRAB analysis)
- Competitor gaps
- High-frequency concerns

Key Questions

1. What are top customer objections?
2. How many competitors address them visually?
3. Are existing competitor graphics good?
4. Where are the gaps?

Graphic Strategy

Situation	Strategy
No competitor graphics	Create to differentiate
Poor competitor graphics	Create better version
Good competitor graphics	Match or exceed quality

Part 9: Complete Workflow

Phase 1: Research

1. Review customer feedback/objections
2. Audit competitor graphics
3. Identify gaps/opportunities
4. List graphic types needed

Phase 2: Planning

1. Gather reference images
2. Sketch layouts
3. Write text descriptions
4. Prepare context for people shots

Phase 3: Creation

1. Create ChatGPT project
2. Separate tasks for each graphic
3. Upload reference images
4. Generate V1 (cartoonish OK)
5. Verify all elements present
6. Request "more photorealistic"
7. Iterate 3-5 times max

Phase 4: Refinement

1. Select best outputs
2. Hand off to designer if needed
3. Final polish in editing software
4. Combine best elements

Phase 5: Testing

1. Run market research tests
 2. Compare against current assets
 3. Compare against competitors
 4. Deploy winners
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Part 10: Prompt Template

Standard Prompt Structure

```
For extra context: [Describe the scene/situation]

Elements needed:
- [Element 1 with position]
- [Element 2 with position]
- [Element 3 with position]

Text to include:
- Title: "[Your title]"
- Subtitle: "[Your subtitle]"

Style notes:
- [Person description with age, clothing, activity]
- [Color scheme preferences]
- [Mood/atmosphere]
```

Example: Durability Graphic (Hot Tub Filter)

```
For extra context: This is a marketing graphic for a hot tub filter
showing it can handle high heat and continuous water exposure.

Elements needed:
- Title "Premium Durability" at top
- Homeowner relaxing in inflatable spa on left
- Filter cartridge with heat waves on center
- Clean filtered water flowing on right
- "Heat Resistant" text badge

Text to include:
- Title: "Engineered for Hot Water"
- Badges: "Heat Resistant" "Tri-Lobal Filtration"

Style notes:
```

- Adult in casual swimwear near spa
- Backyard patio setting with inflatable hot tub
- Warm, inviting mood
- Professional product photography style

Troubleshooting

Problem	Solution
Logo quality issues	Final touch-up in Photoshop
Thread confusion	Break into separate threads
Rendering stuck	Type "Why isn't this starting?"
Cartoonish results	Request "more photorealistic"
People creation rejected	Add more context (see Part 5)
Text rendering wrong	Request specific corrections

Resources

Tools

- ChatGPT 4o (primary)
- AMZ Design Kit (references)
- Photoshop/Illustrator (final polish)

Testing

- PickFu (image testing)
- DataDive AI Product Brief (customer insights)

Time Estimate: 15-30 minutes per graphic (including revisions) **Difficulty:** Beginner to Intermediate