ChatGPT 4o for Amazon Image Creation Complete Guide

Version: 1.0 **Last Updated:** 2026-01-22 **Presenter:** Anthony Cofrancesco (Data Dive) **Source:** Office Hours Recap - ChatGPT 4o Image Model **Topics Covered:** Main Images, Secondary Images, Infographics, Market Research Integration

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Table of Contents

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1. Overview: AI Image Generation for Amazon

The Breakthrough

> *"I think for the first time out of the box, you're able to get usable assets that you can put up on your Amazon listing with very little work and very little effort."*

What's Changed

Before ChatGPT 4o	After ChatGPT 4o
Couldn't handle complex infographics	Handles complex layouts
Text rendering was poor	Text works well
Required other tools	Out-of-box usable
Multiple programs needed	Conversational editing

Time Comparison

Method	Time Investment
Design team (full case study)	60 hours
ChatGPT 4o (first 3 hours)	3 hours
Single graphic revision	5 minutes

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2. Evolution of AI Image Tools

2022: Early Days (DALL-E)

Problems with early AI: - Messed up faces - Distorted body parts - Unrealistic proportions

Early Workaround: > “If you get a little creative with your prompt, you can actually get some usable images… I want two kids sitting on a beach… but I want them facing away.”

Current State: MidJourney vs ChatGPT 4o

Feature	MidJourney	ChatGPT 4o
Photorealistic humans	Excellent	Excellent
Complex infographics	Limited	Excellent
Text handling	Poor	Good
Editing process	Highlight tools	Conversational
Ease of iteration	Moderate	Easy

Why ChatGPT 4o Wins

> *“The edit process is much more conversational. Instead of having to use the highlighting, the editing tool, or instead of having to go to another program like Photoshop or Illustrator, I can just talk straight to the AI.”*

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3. ChatGPT 4o Basics

Speed Expectations

- Each image: 1-1.5 minutes to render
- Workaround: Multiple images rendering simultaneously
- Still faster than human designers

Overcoming Slow Rendering

Use Projects feature: 1. Create a project folder 2. Add individual tasks for each asset 3. Run multiple generations simultaneously

Example Project Structure:

```
Project: Kids Binoculars
├── Main Image v1
├── Main Image v2
├── Durability Graphic
├── Ease of Use Graphic
├── POV/Magnification Graphic
└── Applications Graphic
```

When AI Gets Stuck

> *"If you ever see an image that's rendering for more than a minute, minute and a half, just type in and say, 'Why isn't this starting?' And that should usually kick it back off again."*

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4. Project Organization

Why Organization Matters

> *"ChatGPT 4o is going to get confused when the thread gets too long or you include too many different types of reference images."*

Best Practices

Do	Don't
Separate concepts into separate threads	Combine multiple concepts in one thread
Limit reference images per thread	Overload with many reference images
Use projects as folders	Keep everything in one conversation
Start fresh for new graphic types	Continue confusing threads

Example Problem

When combining concepts (American company + magnification graphic): - Thread gets confused - Elements from different concepts blend - Quality degrades with each iteration

5. Creating Main Images

Out-of-Box Capability

> *"Right out of the box, ChatGPT 4o can create excellent main images, things that you can absolutely use in the listing."*

Main Image Progression

Level 1: Product on White Background - Basic white background photo - 3D render style - Clean and professional

Level 2: Product + Parts (Inclusions)

```
Product + carrying case + magnifying glass + compass
```

Level 3: Product + Parts + Packaging

```
Product + inclusions + branded box with keywords
```

Scaling Images

Request specific dimensions: > "I asked it to scale up the image to 2000 to 2500 pixels, and it does it."

Main Image Matrix

Use the main image matrix to brainstorm variations: - Product only - Product + parts - Product + packaging - Product + parts + packaging - Different angles - Different arrangements

> *"Coming up with 12 variations would literally be minutes of work if you have just anything for a reference image."*

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6. Creating Secondary Images

Secondary Image Types

Graphic 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

Complexity Levels

Simple: Product anatomy, feature callouts **Medium:** Sizing graphics, durability demos **Complex:** Applications with multiple scenes, POV shots

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7. Handling Photorealistic People

The Context Problem

Initial attempts fail: > “Creating photorealistic or identifiable kids is against ChatGPT’s terms of service.”

Reality: > “After talking with our internal design team, I found out this is not the case. It can create kids no problem at all. But the important thing is context.”

Bad Prompt (Too Vague)

```
"I want a photo of a girl dropping binoculars"
+ Reference image of niece
= REJECTED
```

Good Prompt (With Context)

```
"For extra context, this is a scene of a girl who is on a hike
in the woods exploring and doing bird watching. She should be
wearing a backpack and hiking appropriate clothing. The age
range of the girl should be between 7 to 9 years old."
+ Color scheme description
= ACCEPTED
```

Why This Works

> *"Because the image model is so new, it's very conservative and it doesn't want any abuse… if you just say, I want a photo of a girl, a little too vague, but I want a photo of a girl who's hiking. This is what she's wearing. This is a totally normal situation."*

Context Elements to Include

1. Setting/scenario (hiking, sports event, camping)
2. Activity being performed
3. Appropriate clothing description
4. Age range
5. Color scheme/mood

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8. Reference Image Techniques

Why Reference Images Work

> *"ChatGPT responds extremely well to reference images."*

Types of Reference Images

Type	Use Case
Hand-drawn sketch	Layout planning
Competitor image	Style inspiration
Your product photo	Product accuracy
Design library examples	Infographic style

AMZ Design Kit

Library of 30,000+ design examples: - Main images - Secondary images - A+ content - Canva/Figma templates - ChatGPT prompts

Cost: ~$15-20

> *"So if I say like, hey, I really like this style of an image or this style of a lifestyle or this style of an infographic, I can just download that, throw it into ChatGPT and say, hey, we've got my binoculars. Can we make an infographic that looks like this?"*

Finding Reference Images

1. Search by category (toys, supplements, etc.)
2. Filter by graphic type
3. Download preferred style
4. Upload to ChatGPT
5. Request similar style for your product

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9. The Sketch Method

Why Sketch First

> *"I find that it's helpful if I draw it. I do a better job of text describing what I want to see versus trying to keep it all inside my head."*

How to Use Sketches

Step 1: Draw Layout Simple sketch showing: - Where text goes - Where images go - General composition

Step 2: Add Text Description Describe each element: - Title/subtitle text - Scene descriptions - Person actions - Color preferences

Step 3: Generate V1 First output will be cartoonish but verifies: - All elements present - Correct layout - Right composition

Step 4: Refine > "Make this more photorealistic"

Example: Durability Graphic

Sketch Elements: 1. Title: "Durability" 2. Girl looking shocked 3. Binoculars dropping 4. Binoculars falling in water 5. Text: "Waterproof"

Process:

```
V1: Cartoonish verification
V2: "Make more photorealistic"
V3: "Switch to boy"
V4: "Drop binoculars lower"
V5: Final gem
```

Time: A few minutes total

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10. Revision Best Practices

Optimal Revision Count

> *"If I'm going more than five revisions in, that's where I just stop myself and say, 'Okay, a designer can easily come through and make some edits to these.'"*

Sweet Spot: 5-7 revisions

Diminishing Returns

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

When to Stop

> *"Don't try to do too many revisions because I think it's not going to get better. It actually starts to get worse."*

Signs to Stop: - 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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11. Common Graphic Types

Sizing Graphic

Purpose: Show dimensions, fit, scale

Elements: - Product with measurements - Person for scale (context needed) - Clear dimension labels

Durability Graphic

Purpose: Address drop/water/damage concerns

Example Elements: - Person dropping product - Product falling in water - “Shockproof” / “Waterproof” text

Competitor Comparison: > “Six competitors in this niche had a graphic specifically related to durability… both of these are certainly better than the competitor. And I spent 5 minutes making this.”

Applications Graphic

Purpose: Show multiple use cases

Example Layout (Quad):

```
┌─────────────┬─────────────┐
│  Camping    │  Sports     │
├─────────────┼─────────────┤
│Road Trip    │  Hiking     │
└─────────────┴─────────────┘
```

Why This Type is Powerful: > “Really great from a conversion optimization standpoint.”

POV/Magnification Graphic

Purpose: Show what user sees through product

Example: - Half bird / Half sporting scene - 16x zoom demonstration - View through binoculars

Product Anatomy Graphic

Purpose: Highlight features and parts

Elements: - Product image - Callout lines - Feature descriptions - Technical specs

STEM/Educational Graphic

Purpose: Reinforce learning/creative benefits

Example Concept: > “You’re going to buy these binoculars for your kids. Your kid is going to look through the binoculars, see a bird, and then they’re going to be inspired to go and paint that bird.”

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12. Market Research Integration

Why Market Research First

Identify what graphics to create based on customer objections.

Using Intelvy DRAB Analysis

DRAB = Dominant Reasons to Avoid Buying

Identifies top 10 objections before purchase.

Example Results (Kids Binoculars): 1. Durability 2. Child safety 3. Ease of use for kids

Using DataDive AI Product Brief (Free)

Check these sections: - Attributes included in listing - What customers like - What customers dislike

Same themes emerge with high frequency.

Applying Research to Graphics

Question to Ask: > "If durability is the number one objection people have before they buy the product… how many competitors have a graphic that specifically addresses durability?"

Finding: Out of 28 competitors, only 6 had durability graphics.

Graphic Creation Strategy

1. **No graphic exists:** Create one to differentiate
2. **Poor competitor graphics:** Create better version
3. **Good competitor graphics:** Match or exceed quality

Competitor Analysis Example

Durability Graphics Found: - Power outlet disconnection (confusing metaphor) - Water splash with product - Drop demonstration

Opportunity: > "If I was one of these sellers that already has a graphic for durability, could I use AI to make a better image that addresses this concept?"

13. Resources & Tools

DataDive Resources

Resource	Description
Knowledge Base	100+ articles, AI chatbot
Help Hub	Context-specific help button
YouTube Channel	Office Hours V2 playlist
Workflows	5 core + 2 partner PDFs

DataDive Workflows

Core Workflows: 1. Product Validation 2. Optimize SEO 3. Optimize CTR 4. Optimize CVR 5. Optimize Revenue

Partner Workflows: 1. Profitable PPC Launch (PPC Maestro) 2. Intelvy CTR/CVR Optimization

AMZ Design Kit

- 30,000+ design examples
- Main images, secondary images, A+ content
- Canva and Figma templates
- ChatGPT prompts included
- Cost: ~$15-20

Market Research Tools

Tool	Test	Cost
Intelvy	DRAB Analysis	$100-150
DataDive	AI Product Brief	Free
PickFu	Image testing	Varies

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14. Tips & Troubleshooting

Logo Quality Issues

Logos often render imperfectly: > “The logo is not perfect, but it’s pretty good.”

Solution: Final touch-up in Photoshop/Illustrator

Thread Confusion

Problem: AI brings in unrelated elements

Solution: - Break concepts into separate threads - Limit reference images per thread - Start fresh for new graphic types

Rendering Stuck

Problem: Image rendering for too long

Solution: > “Just type in and say, ‘Why isn’t this starting?’ And that should usually kick it back off again.”

Cartoonish Results

Problem: Output looks too cartoon-like

Solution: > “Let’s make it more photorealistic”

People Creation Rejected

Problem: AI refuses to create people

Solution: Add context (see Section 7)

Text Issues

Problem: Text rendering incorrectly

Solution: - Request specific corrections - Adjust placement in prompts - May need 1-2 extra revisions

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15. Workflow Summary

Complete Image Creation Workflow

Phase 1: Research 1. Run DRAB analysis or review AI Product Brief 2. Identify top customer objections 3. Audit competitor graphics 4. Identify gaps/opportunities

Phase 2: Planning 1. List graphic types needed 2. Gather reference images 3. Sketch layouts 4. Write text descriptions

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

Quick Reference: Prompt Template

```
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]
```

Appendix: Key Quotes

On Speed: > "Even though ChatGPT 4o is very slow, if you benchmark it against a designer, it's way faster than a human creating these on their own."

On Agencies: > "Agencies and designers, they're not going away. But this will 100% change the way that they work and the expectations for what designers and agencies should be delivering."

On Iteration: > "I can have a crazy idea and even if we never use it I have only spent a couple of minutes putting this together."

On Value: > "I spent 5 minutes making this and the only reference that I gave it was the text that I had and then this image here. Okay, that's powerful stuff."

Video Source Reference

Video	Topic	Presenter
Office Hours Recap	ChatGPT 4o Amazon Images	Anthony Cofrancesco

Related Resources: - Camp Ecom event (May 18-21, Cancun) - DataDive Workflows: datadive.tools/workflows - AMZ Design Kit: amzdesignkit.com

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Generated from DataDive Office Hours Video Transcript