
How To Create Better Image Prompts For ChatGPT

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Quick Promise

Use this report to plan cleaner ChatGPT image prompts for promotional graphics, without starting from random guesses.

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Introduction

AI image prompts are easy to write badly. You type a few words, wait for a result, and hope the tool understands what you meant.

That approach can work for fun images. It breaks down when you need graphics for real marketing.

Promotional graphics need purpose. They need a clear format. They need a style that fits the offer. They also need a layout that makes sense on the platform where they appear.

This report shows you a practical way to create better image prompts for ChatGPT. It also explains how the Flashy Promo Graphics Prompt Machine can help you move faster when you want a ready prompt system.

How To Use This Report

Read one chapter, then apply the action step. Do not try to fix every prompt habit at once.

Chapter 1: Give Every Image A Marketing Job

Reader Problem

A vague prompt creates a pretty image that may not sell anything.

Before you write an image prompt, decide what the image must do. A graphic can attract attention, explain a benefit, show a product, create urgency, or support a call to action.

This one decision makes the rest of the prompt easier. You are no longer asking ChatGPT for an image. You are asking it to create a visual tool for a business goal.

Quick Example

Weak prompt: create an image for my marketing course. Stronger prompt: create a bold launch announcement graphic for a beginner-friendly marketing course, with a clean product display and clear excitement.

Action Step

- Write one sentence that states the job of the image.
- Name the offer, audience, platform, and desired reaction.
- Remove any detail that does not support that job.

Where The Paid System Helps

The prompt machine helps here with 12 master workflow prompts. They give you a stronger starting point before the image is built.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 2: Turn The Offer Into A Visual Brief

Reader Problem

Many prompts skip the offer details that make the image specific.

A good prompt starts with the offer. It should include the product type, main benefit, audience, and feeling you want the buyer to have.

This does not need to be complicated. A simple visual brief can give ChatGPT the context it needs to avoid generic stock-photo ideas.

Quick Example

For a prompt pack, the brief might mention copy-and-paste prompts, faster graphics, non-designers, and promotional assets. Those details guide the visual style.

Action Step

- List the product type.
- List the main user pain.
- List the result the buyer wants.
- List the visual mood that fits the offer.

Where The Paid System Helps

The core graphic engines make this easier by giving you commercial image categories to choose from.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 3: Choose The Graphic Format First

Reader Problem

One image cannot be a banner, cover, thumbnail, and ad at the same time.

The format controls the layout. A YouTube thumbnail needs bold contrast. A Pinterest pin needs vertical space. A sales page hero graphic needs room to support the offer.

When you choose the format first, you can write a prompt that matches the final use. This creates cleaner compositions and fewer wasted attempts.

Quick Example

A bonus stack graphic should focus on included items. A launch countdown banner should focus on urgency. A blog featured image should focus on clarity and curiosity.

Action Step

- Pick one format for the image.
- Name where it will appear.
- Describe what must be most visible.
- Leave out platform details that do not apply.

Where The Paid System Helps

The package includes engines for email headers, YouTube thumbnails, social posts, lead magnet covers, and sales page section graphics.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 4: Build Prompts In Simple Layers

Reader Problem

Long prompts become confusing when details are thrown in randomly.

Think of an image prompt as layers. Start with the subject. Add the format. Add the style. Add the composition. Add the mood. Then add any platform or ratio details.

This keeps the prompt clear. It also makes editing easier because you know which layer caused the problem.

Quick Example

Subject: promo graphic for a PLR prompt system. Format: product reveal graphic. Style: glossy product dashboard. Composition: product mockup in center with bright accent shapes.

Action Step

- Write the subject layer first.
- Add the graphic format.
- Add style and mood.
- Add composition instructions.
- Add platform size or ratio last.

Where The Paid System Helps

The system is built around layered prompt assets, including workflow prompts, style variations, and ratio conversion prompts.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 5: Use Style To Control Buyer Perception

Reader Problem

The wrong style can make a strong offer feel cheap or confusing.

Style tells the viewer how to feel. Clean authority style can make a guide feel trusted. Dark neon can create launch energy. A bubbly social promo style can feel bright, fast, and friendly.

Choose style based on the audience and selling moment. Do not pick a style only because it looks cool.

Quick Example

A LinkedIn promo post may need clean authority. An Instagram story may need bubbly motion and strong contrast. A software dashboard graphic may need glossy product details.

Action Step

- Name the emotional tone.
- Choose a style that supports that tone.
- Keep the same style across related assets.
- Avoid mixing too many styles in one image.

Where The Paid System Helps

The product includes 5 visual style variations for every graphic engine, giving you fast aesthetic control.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 6: Make Composition Easy To Understand

Reader Problem

Busy graphics make buyers work too hard.

Composition controls where the eye goes first. A strong graphic usually has one main focal point, supporting details, and enough empty space to breathe.

Your prompt should explain what belongs in the center, what supports it, and what should stay simple. This helps prevent clutter.

Quick Example

For a lead magnet cover, the main cover should be central. Supporting icons can sit around it. The background should add energy without stealing attention.

Action Step

- Choose the main focal point.
- Add only two or three supporting elements.
- Ask for clean spacing.
- Avoid tiny details that will disappear at small sizes.

Where The Paid System Helps

The core engines cover specific promo layouts, so you do not need to invent the composition from scratch.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 7: Treat Text Inside Images Carefully

Reader Problem

Asking for too much text inside an image can create messy results.

Image tools can struggle when you ask for long, exact text inside a graphic. A safer approach is to request space for text, a clean headline area, or a placeholder label.

Then you can add final words in your design tool if needed. This keeps the image useful and easier to edit.

Quick Example

Instead of asking for five bullet points inside a tiny ad, ask for a clean promo layout with a bold headline area and a product visual.

Action Step

- Keep in-image text short.
- Use placeholder text when needed.
- Ask for a clear text area.
- Add exact copy later when accuracy matters.

Where The Paid System Helps

The repair prompts help refine layout, spacing, colors, objects, and effects after the first image is generated.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 8: Prompt For The Platform You Will Use

Reader Problem

A good square image may fail as a story, banner, or pin.

Different platforms need different visual shapes. A vertical story needs height. A Pinterest pin needs a strong top section. A banner needs horizontal balance. A thumbnail needs high contrast.

When the prompt includes the intended channel, the layout becomes more practical.

Quick Example

The same product idea can become a square feed ad, a vertical story ad, or a horizontal banner. Each version needs a different composition.

Action Step

- Choose one platform and placement.
- Name the required orientation.
- State what should remain readable at small size.
- Avoid recycling one prompt for every channel.

Where The Paid System Helps

The product includes 5 aspect-ratio conversion prompts, helping you adapt the final idea for different channels.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 9: Repair Weak Results Instead Of Starting Over

Reader Problem

Many users abandon a good idea because the first image is imperfect.

The first result is not the finish line. Look at what is wrong, then give a precise repair instruction. You may need better lighting, cleaner spacing, stronger contrast, fewer objects, or a different background.

Small repair prompts can save strong concepts that only need direction.

Quick Example

If a graphic feels cluttered, ask for fewer background elements, more negative space, and a stronger central product display.

Action Step

- Identify one issue at a time.
- Repair the biggest issue first.
- Keep the core idea if it is working.
- Compare the revision to the original goal.

Where The Paid System Helps

The package includes 50 repair and upgrade prompts for fine-tuning your graphics after generation.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 10: Avoid Prompt Mistakes That Waste Time

Reader Problem

Small prompt habits can create hours of avoidable edits.

The most common mistake is asking for everything at once. Another mistake is using vague style words that do not describe the final business use.

A third mistake is changing too many things between attempts. That makes it hard to learn what improved the result.

Quick Example

Do not ask for a premium, funny, neon, corporate, vintage, realistic, cartoon-style image. Pick one clear direction and let the prompt support it.

Action Step

- Remove conflicting style words.
- Use one clear format.
- Edit in small steps.
- Save prompts that create strong results.

Where The Paid System Helps

The organized prompt pack helps you avoid random prompting by giving you structured assets to start from.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 11: Create A Repeatable Prompt Workflow

Reader Problem

Random prompting makes every new graphic feel like a new problem.

A repeatable workflow saves time. Use the same basic order each time: goal, audience, format, style, composition, platform, and repair.

This does not remove creativity. It gives creativity a container. You can still test ideas, but you are no longer starting from zero.

Quick Example

For every new product, create one hero graphic, one social post, one email header, one thumbnail, and one bonus stack graphic. Use the same workflow for each asset.

Action Step

- Build a prompt checklist.
- Save winning prompts by category.
- Create a few style defaults.
- Use repair prompts before starting over.

Where The Paid System Helps

The prompt machine is designed as an assembly line, with workflows, engines, styles, repairs, and conversion prompts.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 12: Upgrade From Learning To Producing

Reader Problem

Learning what to do is useful, but production still takes time.

This guide gives you the thinking process. The next step is having ready prompt assets that help you produce faster.

That is where a structured prompt machine can help. It gives you prompt components for many common promotional graphics. It also includes supporting guides, checklists, and PLR materials.

Quick Example

Instead of building a launch banner prompt from scratch, you can start with a launch countdown or launch day engine. Then you choose a style and refine it.

Action Step

- Choose one upcoming offer.
- List five graphics you need for it.
- Create one prompt for each asset.
- Use a structured system if you want faster production.

Where The Paid System Helps

The full package includes guides, prompt files, 140 core image prompt assets, repair prompts, ratio prompts, and PLR bonuses.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 13: Build A Small Promo Graphic Set

Reader Problem

One good graphic is useful, but most promotions need several visual assets.

A real promotion usually needs a small set of graphics. You may need a product reveal, an email header, a social post, a story graphic, and a bonus stack image.

Planning the set first keeps the visuals consistent. You can repeat the same style, colors, and product angle across the entire promo.

Quick Example

For a new prompt pack, the set could include a launch day graphic, a lead magnet cover, a Pinterest pin, a YouTube thumbnail, and a sales page section image.

Action Step

- List every place the offer will appear.
- Choose five core graphics to create first.
- Use the same visual mood across the set.
- Make each graphic serve one selling job.

Where The Paid System Helps

The package includes graphic engines for many assets, including launch, social, email, thumbnail, lead magnet, and sales page graphics.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 14: Match Visuals To Buyer Awareness

Reader Problem

A buyer who is unaware needs a different visual than a buyer ready to click.

Some graphics should introduce the problem. Some should show the solution. Others should explain what is inside the offer. A few should create action near the end of a promotion.

This matters because a single visual angle cannot carry every step of the selling process. Match the prompt to the buyer's current awareness.

Quick Example

A pain-point graphic can show the frustration of bad AI images. A feature breakdown poster can show the prompt assets. A final call graphic can support urgent action.

Action Step

- Choose the buyer stage first.
- Pick a visual angle that fits that stage.
- Write one clear message for that graphic.
- Avoid using urgency before the buyer understands the value.

Where The Paid System Helps

The product includes angles such as problem-solution, value badge, bonus unlock, final call, and feature breakdown graphics.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Chapter 15: Keep A Prompt Library You Can Reuse

Reader Problem

Many people lose their best prompt lessons because they do not save them.

When a prompt creates a useful result, save it. Label it by format, style, platform, and offer type. This creates your own growing library.

A prompt library saves time because you are not rebuilding from memory. It also helps you create more consistent graphics across related promotions.

Quick Example

Save folders like “email headers,” “bonus stack graphics,” “Pinterest pins,” “launch banners,” and “lead magnet covers.” Add notes about what worked.

Action Step

- Save the prompt and the final image.
- Label the prompt by asset type.
- Note the style variation used.
- Record the repair prompts that improved the result.

Where The Paid System Helps

The complete prompt pack gives you organized starting assets, so your library begins with structure instead of random notes.

Prompt Habit To Build

Keep the image goal visible while you write and repair the prompt.

Conclusion And Next Step

Better image prompts are not about adding fancy words. They are about giving ChatGPT clearer direction.

Start with the marketing job. Choose the format. Add the offer details. Pick one style. Control the composition. Then repair the result in small steps.

When you want a faster system, the Flashy Promo Graphics Prompt Machine gives you organized prompt assets for promotional graphics.

Ready To Use A Structured Prompt System?

The full package includes workflow prompts, core graphic engines, style variations, repair prompts, ratio prompts, guides, checklists, and PLR bonuses.

Get the prompt machine here: <https://scalableplrproducts.com/flashy-promo-graphics-prompt-machine-plr/>