
Local
Enterprise
Office
Let's talk business
The
Marketing
Crowd
CREATE:
AI TOOLS TO CREATE
IMAGES & TEXT

What we will cover

How to create written content

How to get an AI to write like you
How to write better website headlines and body text
Can you get penalised for AI written content?
How to attach a product image to get website or social media text
How to fact check AI written content
How to check if content is mainly AI written

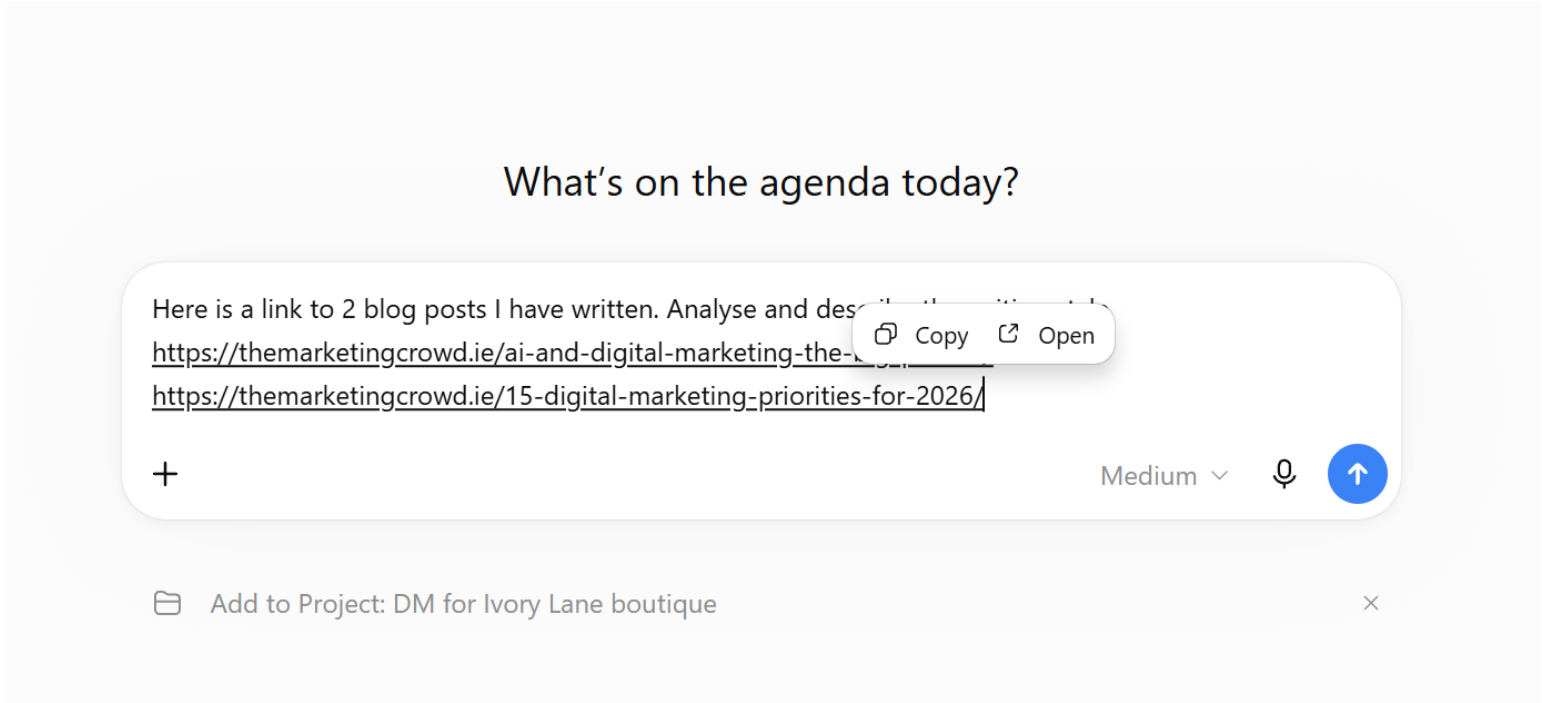
Overview of the best tools for creating images

Free = Gemini & Meta.ai
Paid = Chat GPT, Midjourney and Openart.ai

Tips for creating AI images

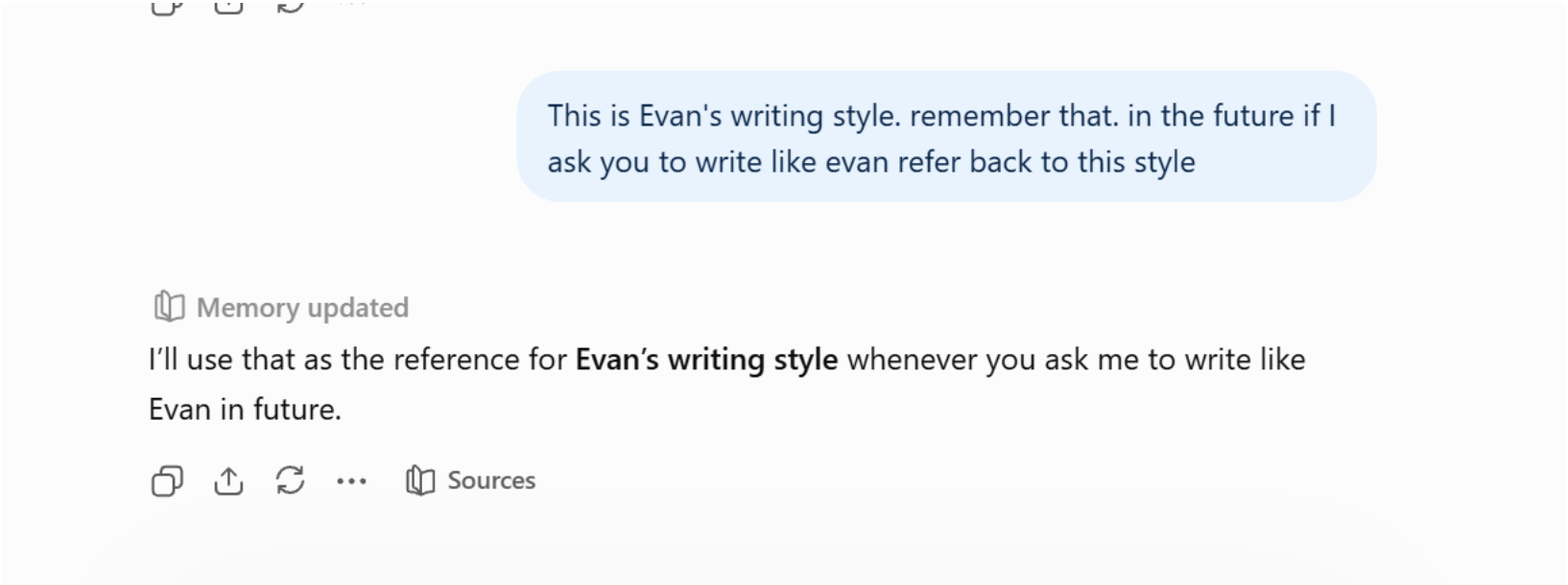
How to change the colour of your product
How to create multiple angles of the same product or person
How to create an image based on attaching an image that you like (a reference image)
How to erase multiple people or objects in an image
How to add multiple people and products into the same image
How to change the weather in your images
How to create infographics
How to check if an image was created by AI
The EU AI act – when to be transparent about your use of AI

How to get Chat GPT to write like you



Go to Chat GPT, Gemini or Claude
Paste in links to something you have written or attach a word document with content you have written (social media posts or emails)
Then ask it to analyse and describe the writing style

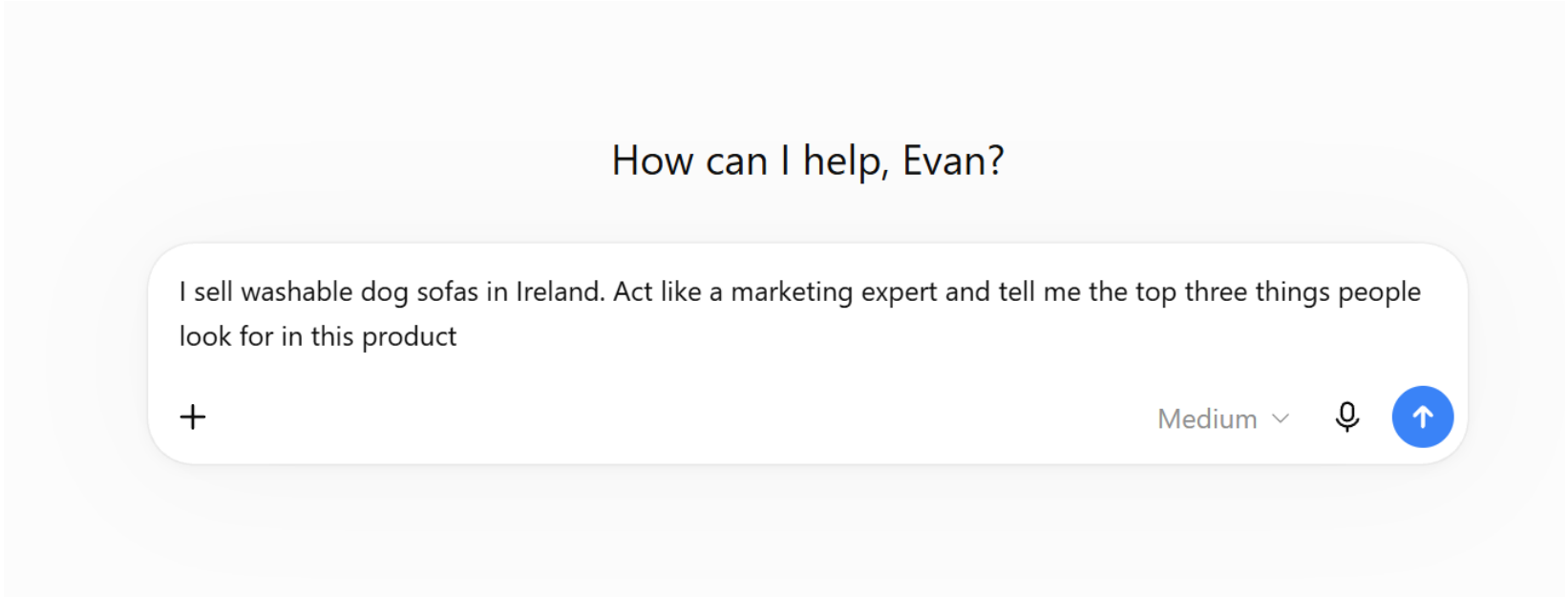
How to get Chat GPT to write like you



After it describes it, tell it that is your style and say “Remember that”

This is Evan's writing style. remember that. In the future if I ask you to write like Evan refer back to this style

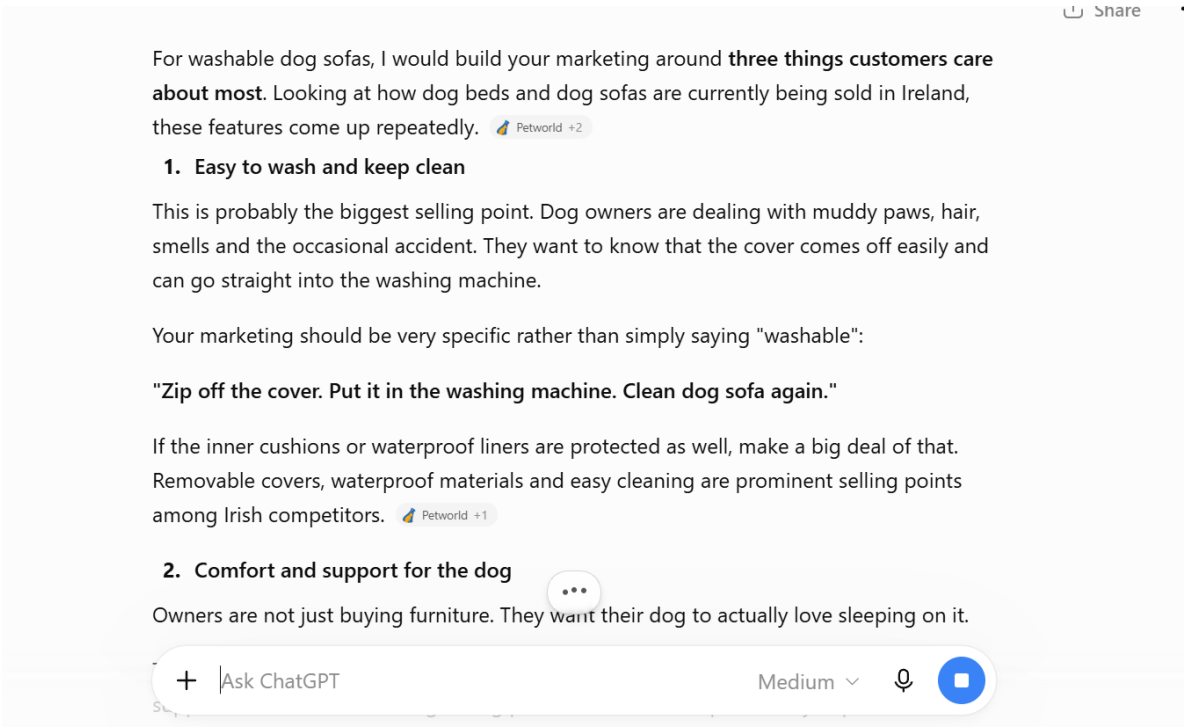
How to write better web page headlines and body text



Option 1: Use this prompt and tailor it to you

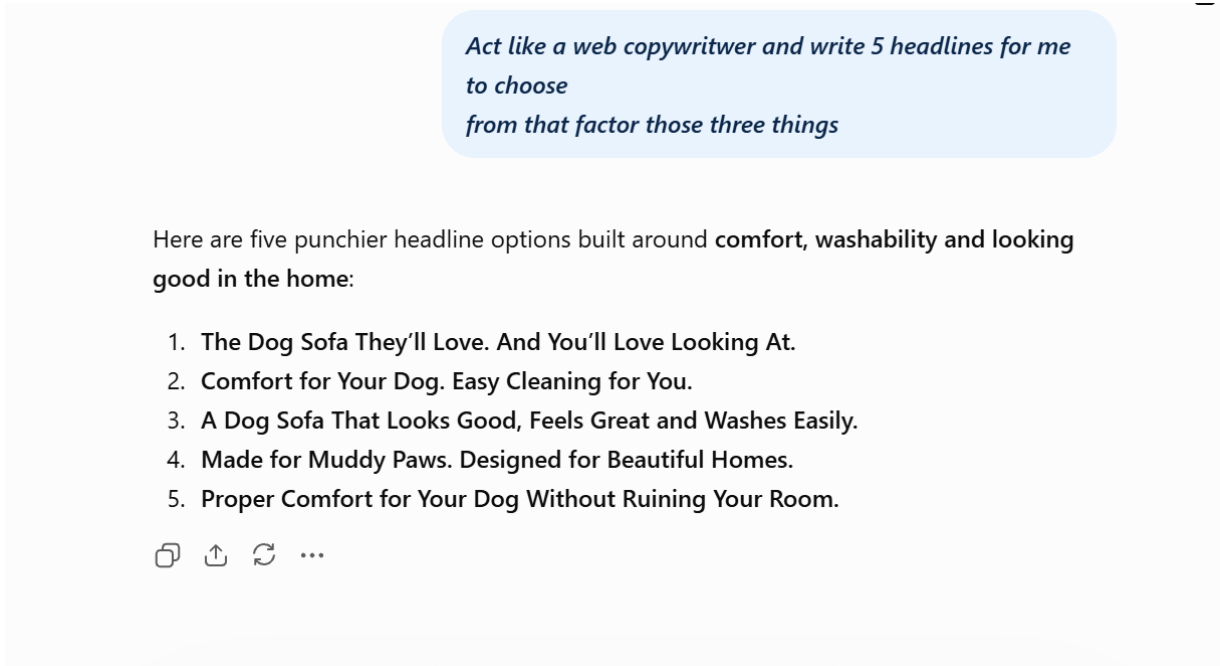
I sell washable dog sofas in Ireland. Act like a marketing expert and tell me the top three things people look for in this product

How to write better web page headlines and body text



It will then tell you the top 3 (based on reviews and research)

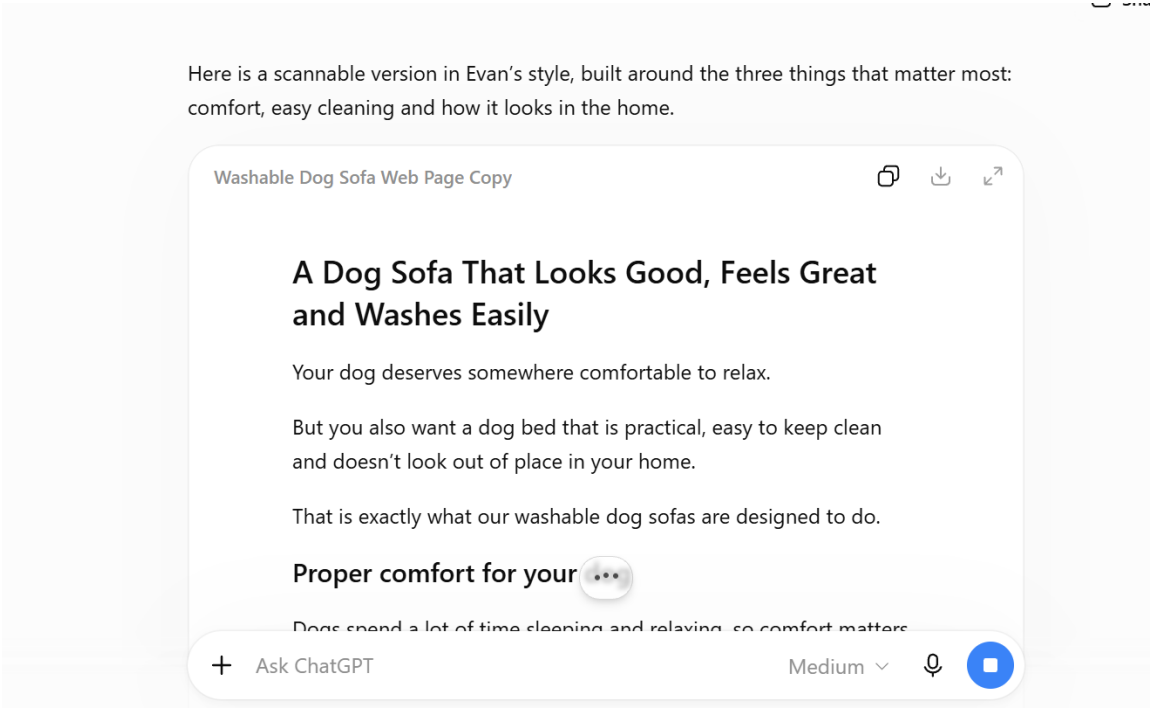
How to write better web page headlines and body text



Then follow up with this prompt

Act like a web copywriter and write 5 headlines for me to choose from that factor those three things

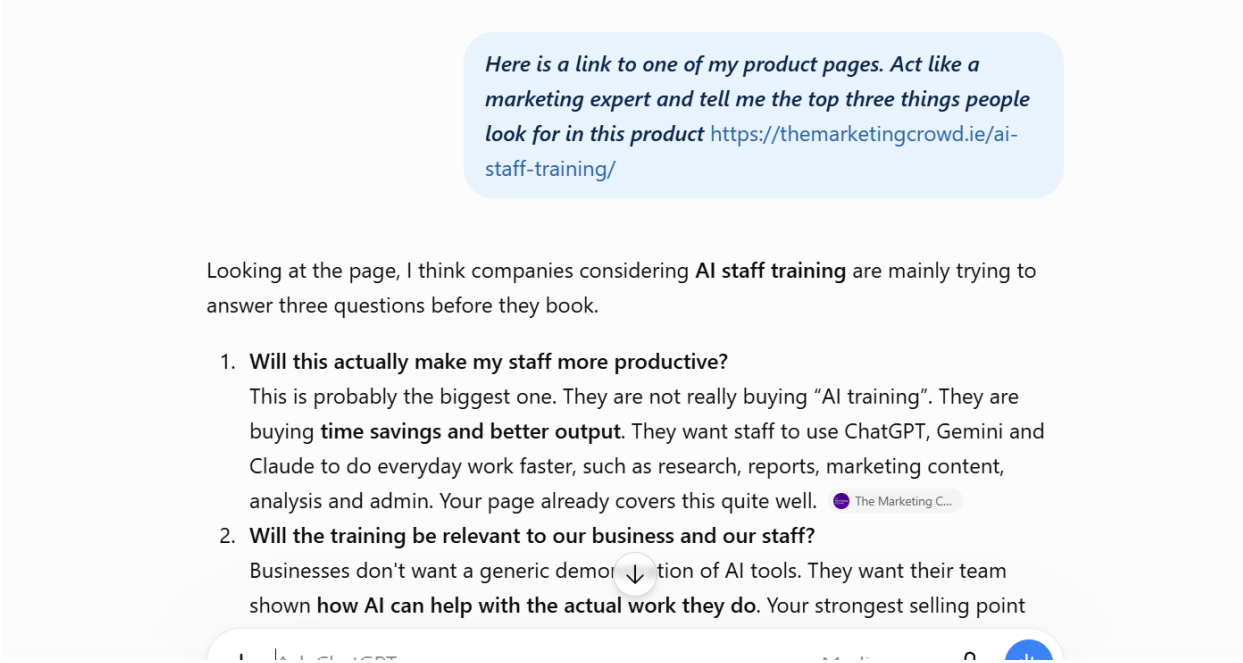
How to write better web page headlines and body text



Then follow up with this prompt

I will go with option 3. Now write the body text for the page factoring in the 3 main things people want. ensure the text is easily scannable and write it in Evans' writing style

How to write better web page headlines and body text



Option 2: Paste in a link to one of your web pages

Here is a link to one of my product pages. Act like a marketing expert and tell me the top three things people look for in this product

Then repeat the process. Ask it to write 5 headline options and then the body text

Can you get penalised if you use AI written content?



Google says that it does not penalise AI written content.
However it does penalise what it calls low quality spammy pages that have very average common content

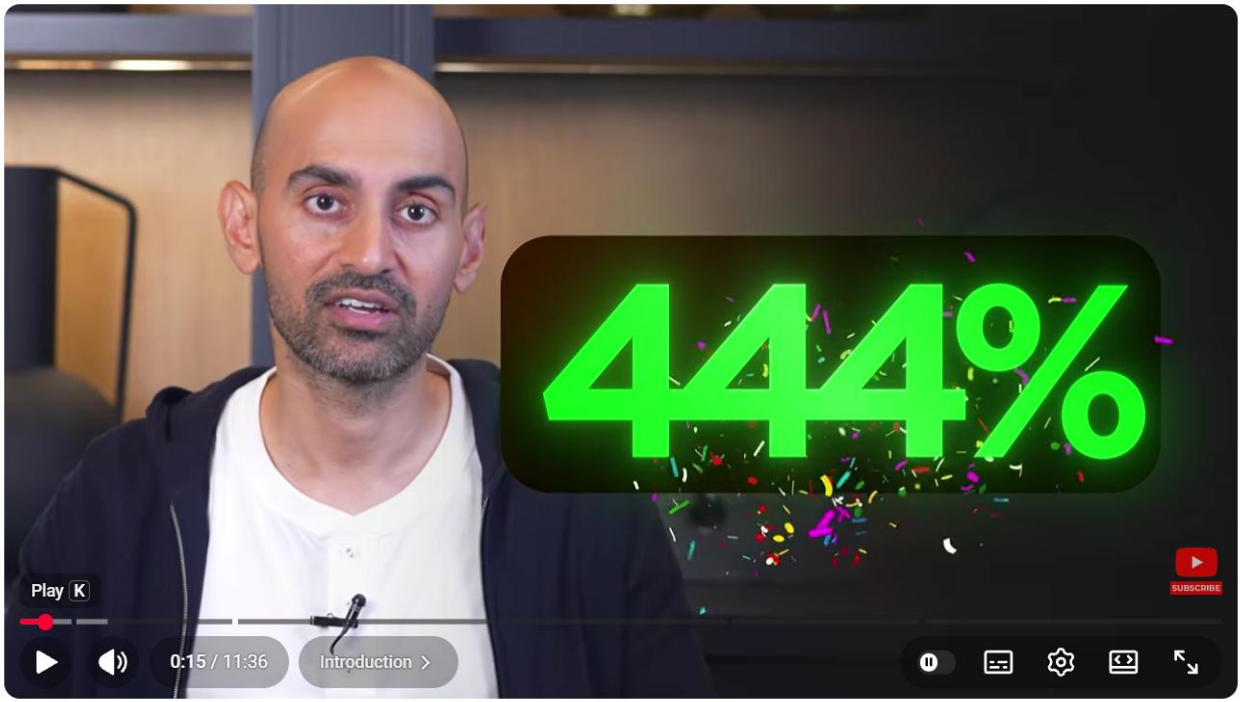
Also, the algorithm favours content that it sees is different / unique / insightful

Can you get penalised if you use AI written content?



It’s fine to use AI to understand what you should have in your headline and body text
But then use this as a draft and improve it
Add your own examples and insights and stats
Ensure it is factually correct and has your input

Can you get penalised if you use AI written content?



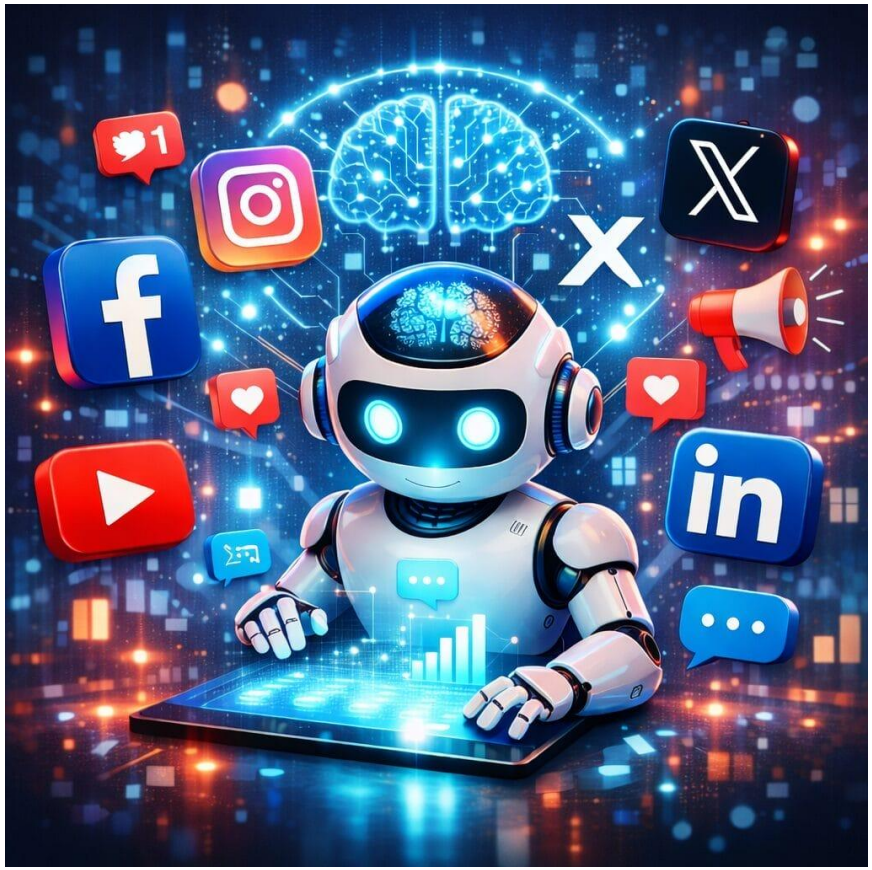
Google Watermarks Your AI Content. Here's the 20-Minute Fix

https://youtu.be/y3vnFozXouE?si=-ZJZelgEHbeDArUM

Watch this video which explains a study that found

- Ai content doesn't do well in Google – because it tends to use common insights / examples etc
- Content with a high degree of human involvement does – because Google algorithm sees it as unique, insightful, credible

Can you get penalised if you use AI written content?



Social media Algorithms do not penalise you if your text is written by AI.

However, you really shouldn't

If people feel that you are using AI then it undermines your social media

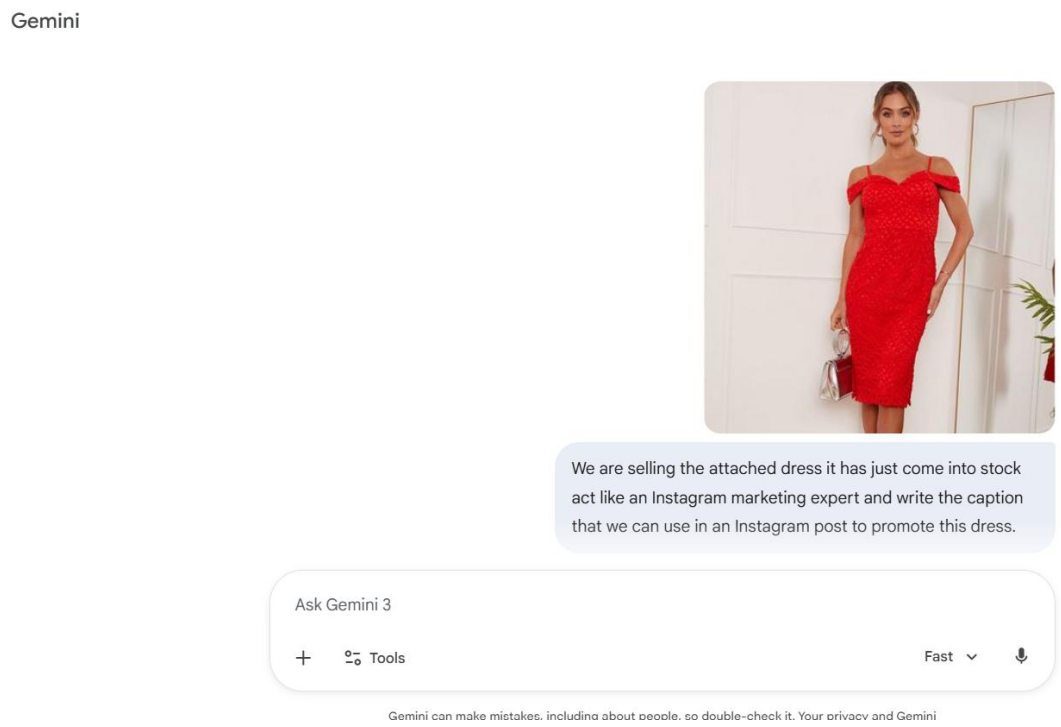
It isn't authentic anymore. You are going through the motions

Why would someone engage with a post if they feel that you couldn't be bothered writing it yourself

Some networks like LinkedIn have introduced a "this is AI slop" button and people are pressing it

https://www.theverge.com/ai-artificial-intelligence/983502/linkedin-ai-slop-button-one-million-people-message

How to attach a product image to get draft webpage or social media text



Click the + icon next to the prompt

Select Image

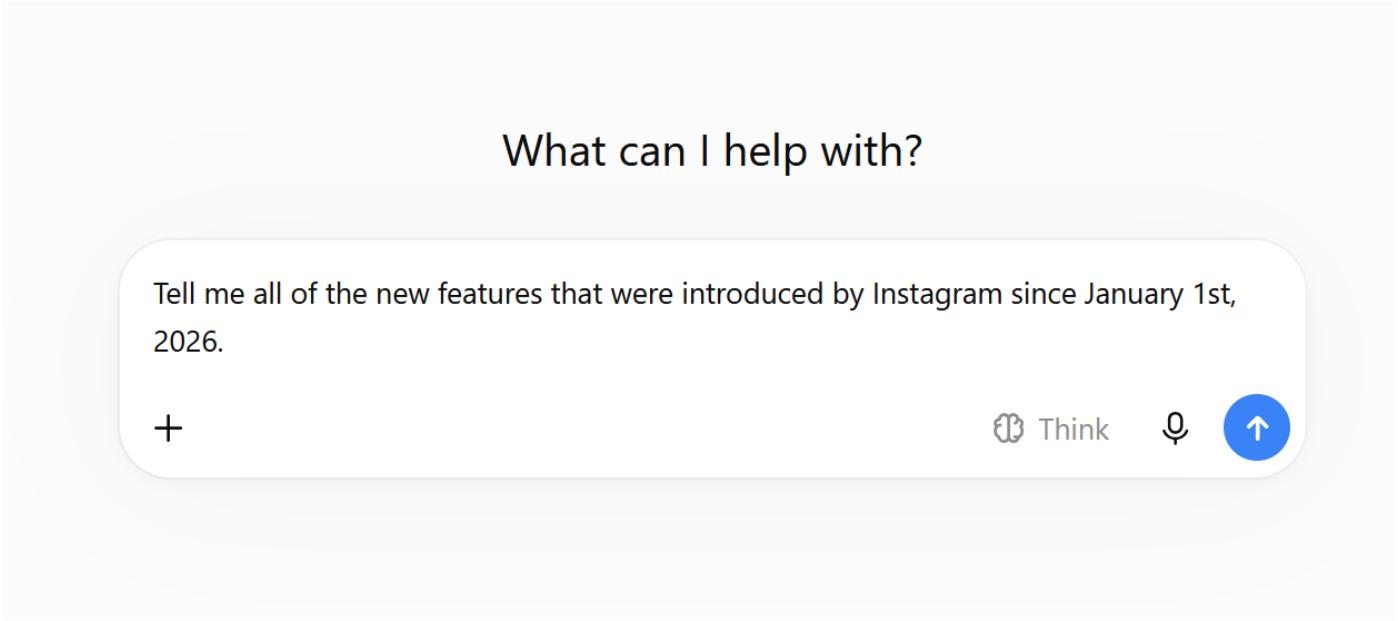
Attach your image

Write your prompt e.g.

“Act like a web copywriter and write the text for this product. Factor in the three things people look for thin this type of product”

Note: This works in Chat GPT, Gemini and Claude

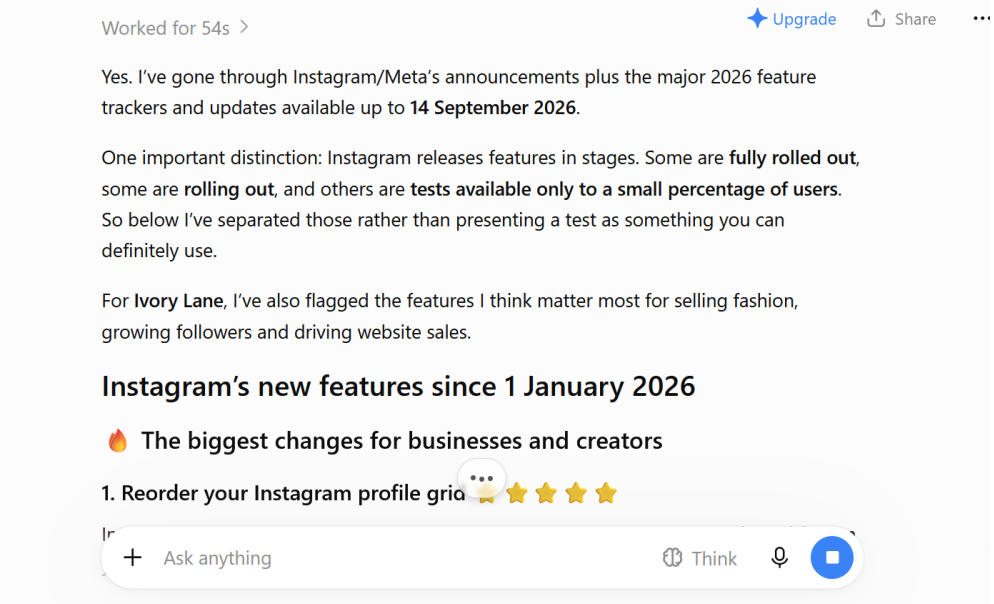
How to fact check AI written content



AIs can hallucinate which means they make things up. If you need the content to be 100% factually accurate …..

Ask Chat GPT / Gemini or Claude for the information that you want

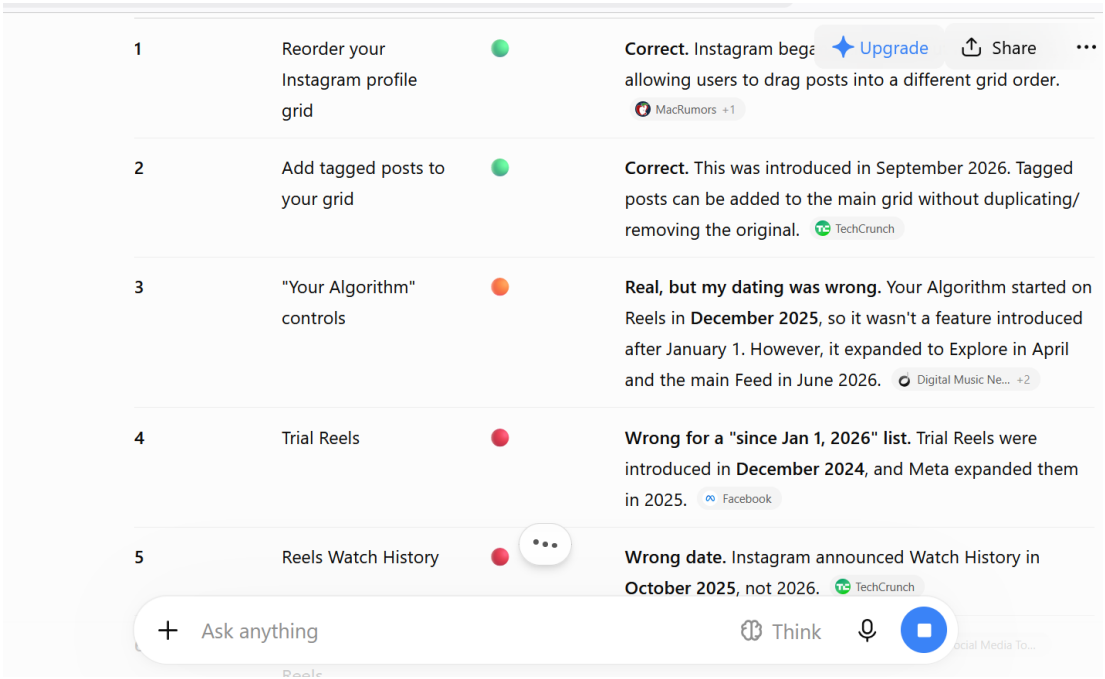
How to fact check AI written content



After it provided the response follow up with this prompt:

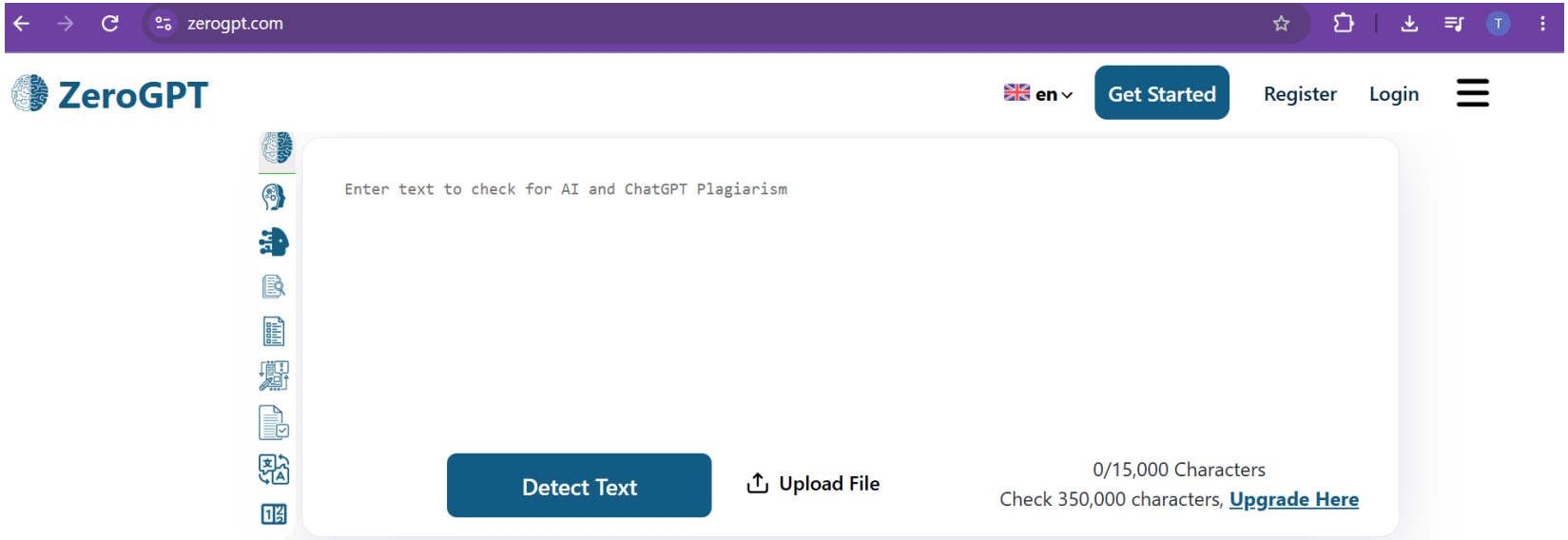
Can you now fact check all of this, please? Could you apply a traffic light system where green is yes, you found that this information was verified elsewhere on the internet, orange, you're not quite sure, red, you could not verify or substantiate this information anywhere. Could you assign that colour code to all the info that you have provided?

How to fact check AI written content



It will then double check everything and assign a colour to each point

How to check if content is mainly AI written



Use the free tool at https://www.zerogpt.com/

Paste in your text and then click submit text

It is not 100% accurate but I have always found it to be reliable at detecting e.g. When I paste my content in it says likely 93% Human written . When I paste AI content it says likes 85% AI written

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Chat GPT has image creation built in

Start your prompts with ” Create an image”.
Type whatever you want to create. You can use these images in your digital marketing

Create an image of a black and tan Dachshund lying on a purple lilo in a swimming pool, his eyes looking directly at the camera.

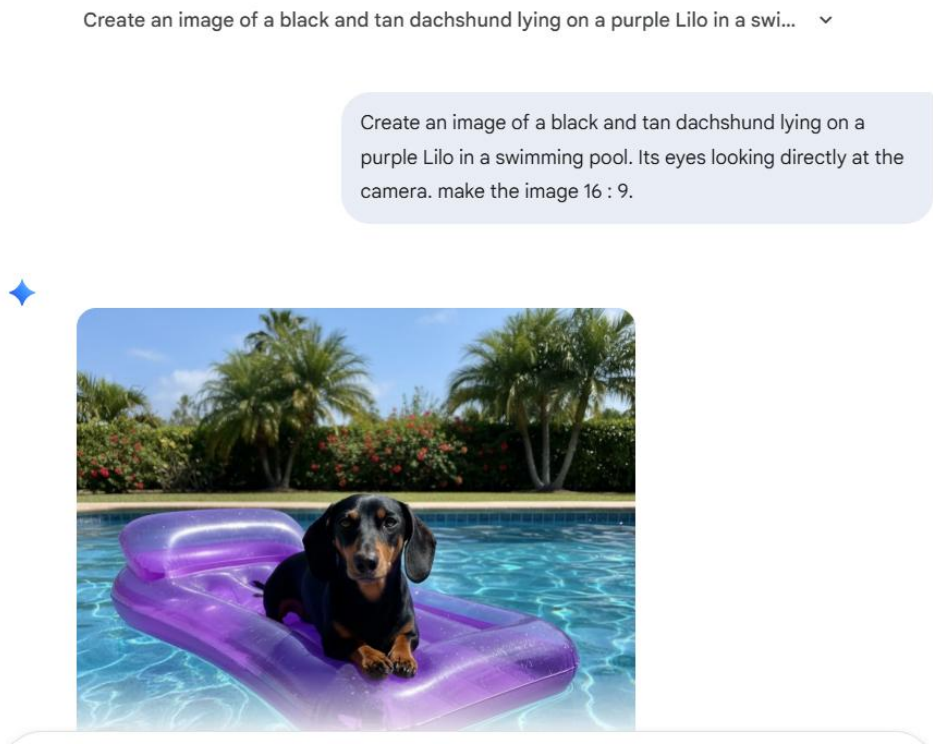


If you have the paid version it is unlimited

If you have the free version you are limited to 3-4 per day

The image tool got a huge upgrade to image 2.0 in April 2026 and is much more powerful

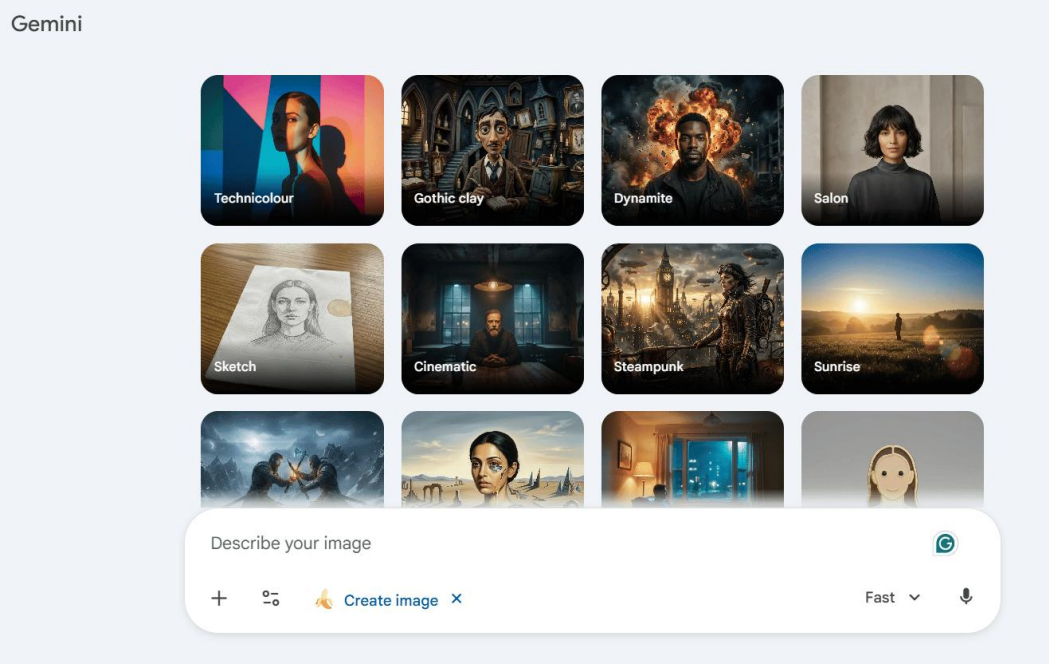
Gemini has Unlimited Image creation



Gemini's image tool is called Nano Banana 2 and the quality of the images are very good.

Unlike the free version of Chat GPT you can create unlimited images in Gemini

Gemini has Unlimited Image creation



When you go to use Nano Banana 2 in Gemini you will see an option to choose a style e.g. Cinematic, Oil Painting, Old Cartoon etc. Definitely experiment with these. Type your prompt and then choose a style.

Note: these style options only appear when you start a new chat and click on Create image.

Gemini has Unlimited Image creation

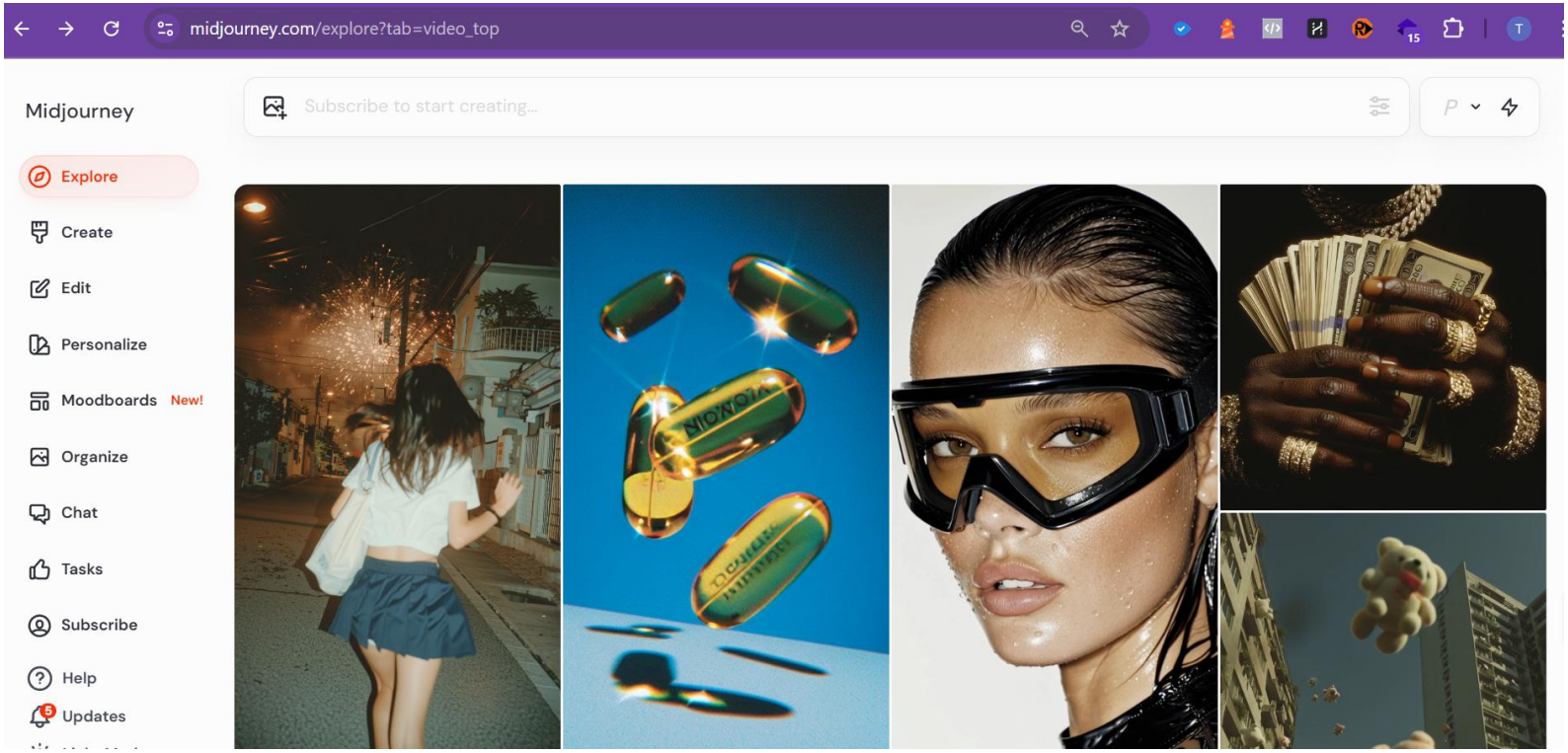


When I asked for my usual dachshund image (an image of a black and tan dachshund lying on a purple lilo in a swimming pool. its eyes are looking at the camera) without a style this is what it looked like.



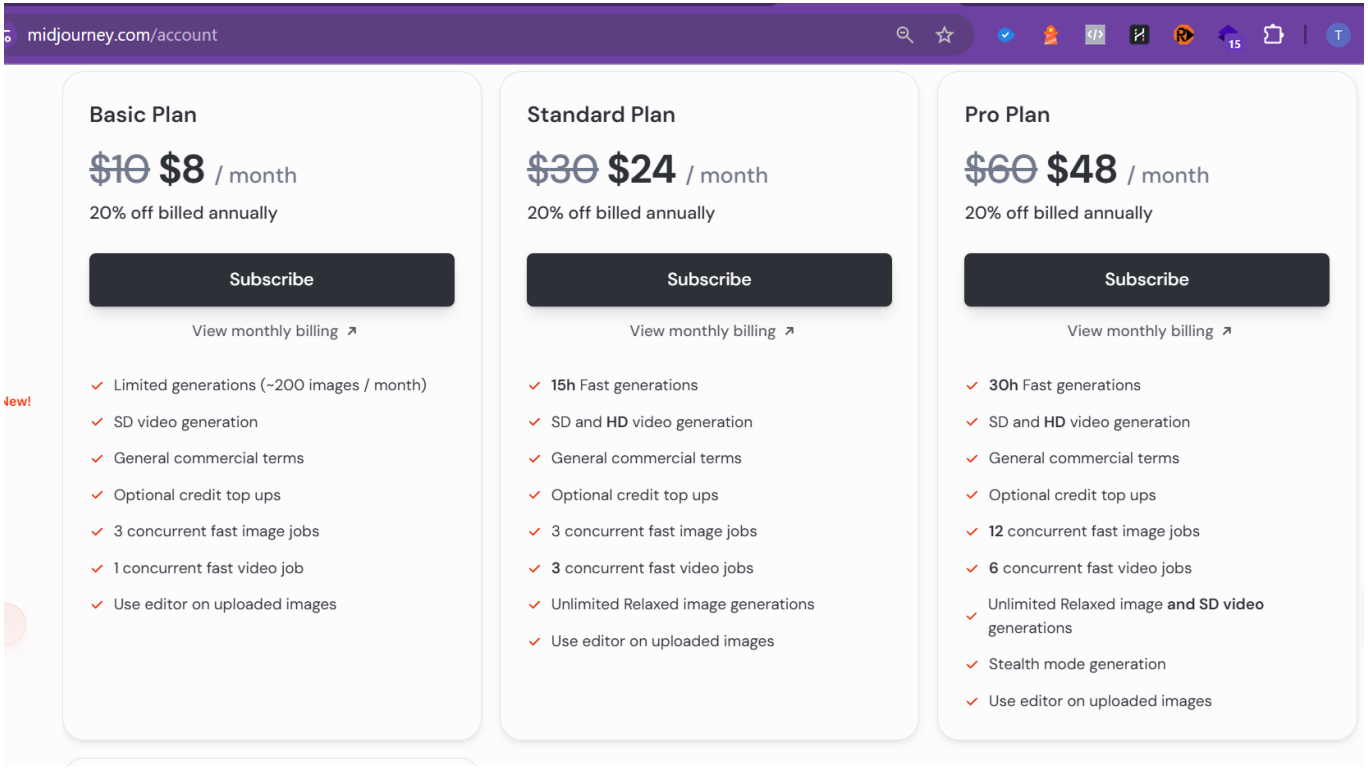
When I chose the Cinematic Style this is what it looked like.

Midjourney.com



One of the best text to image creation tool and recently added text to video
They don’t offer free credits or trials
Monthly plans start form $10 a month

Midjourney.com



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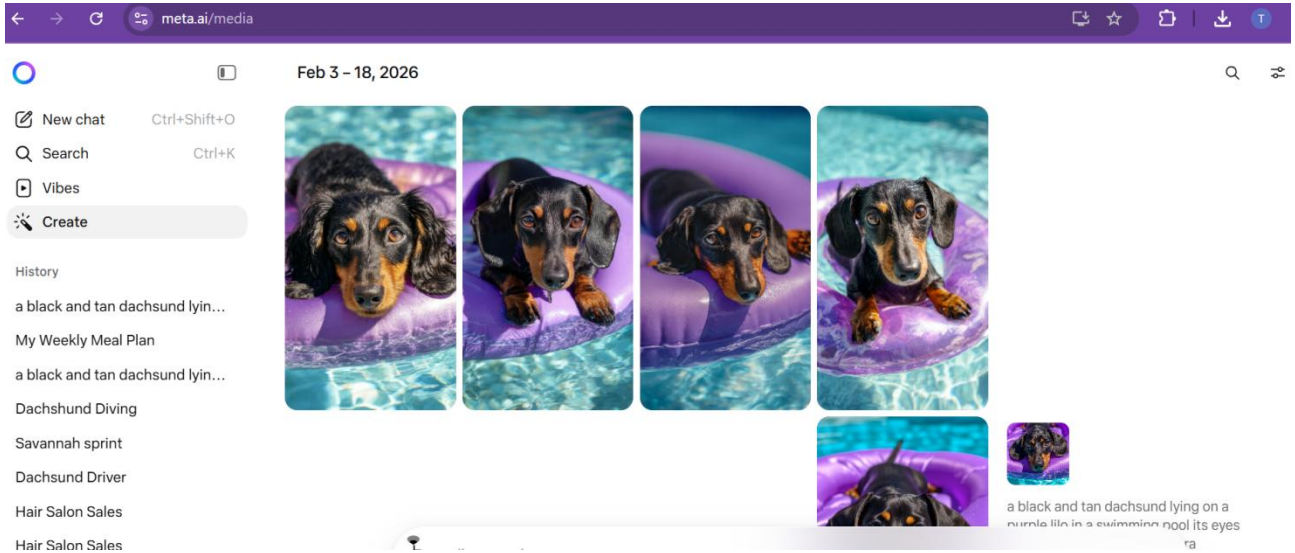
Free: Meta.ai has Unlimited free Image creation

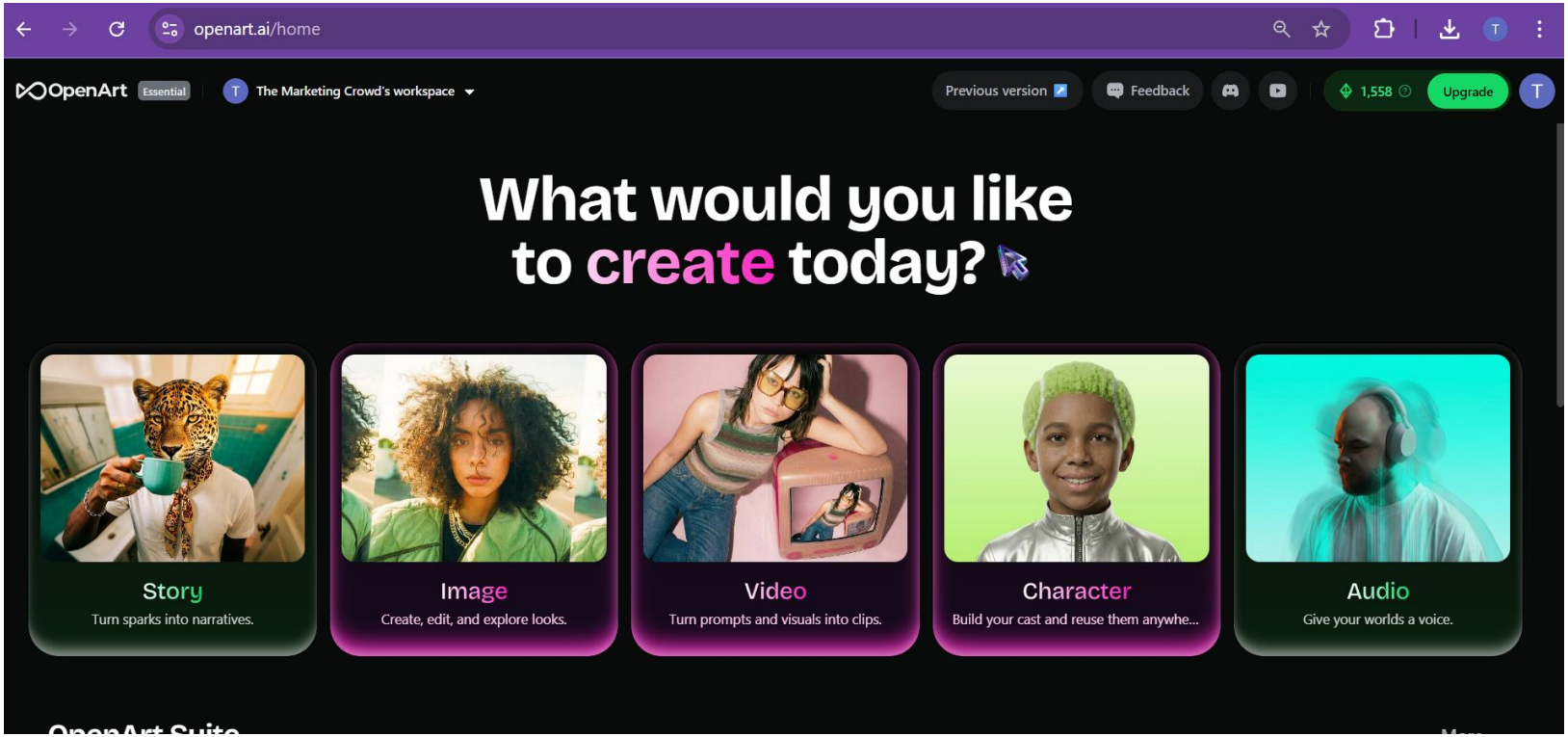


Meta has its own version of Chat GPT / Gemini at meta.ai

It doesn't have all the useful features of those tools but it does allow you to create free images and videos
Go to meta.ai, login with your FB or Instagram account
Click on create and write the prompt for your image

Text to image: Write a prompt to generate an image
Image to image: Attach your image and ask for changes

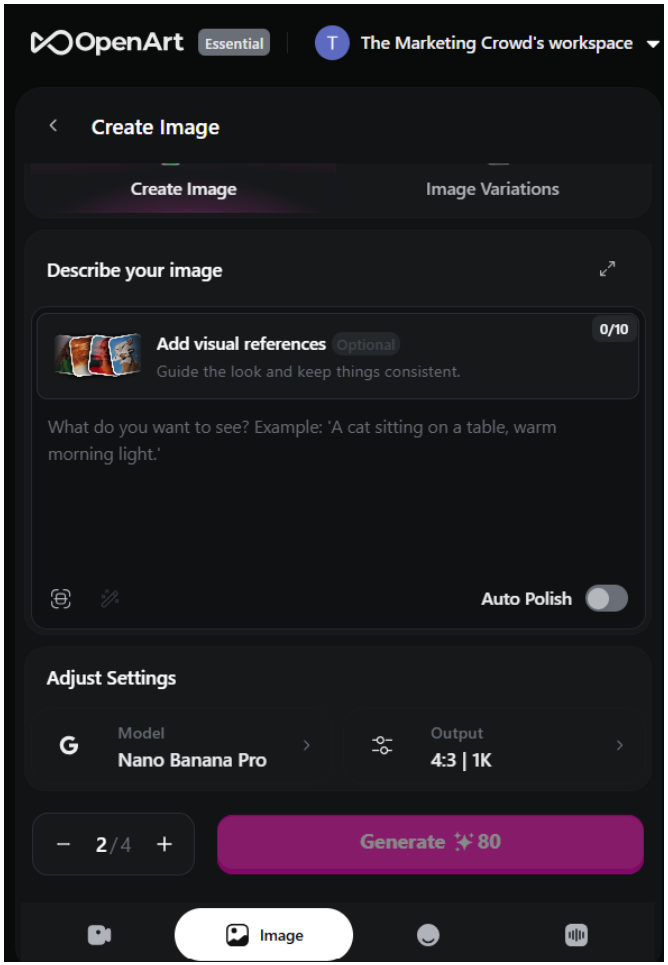
Paid Tool: Openart.ai



An excellent AI creative tool that allows you to create images and videos

You get some free credits to try it out.

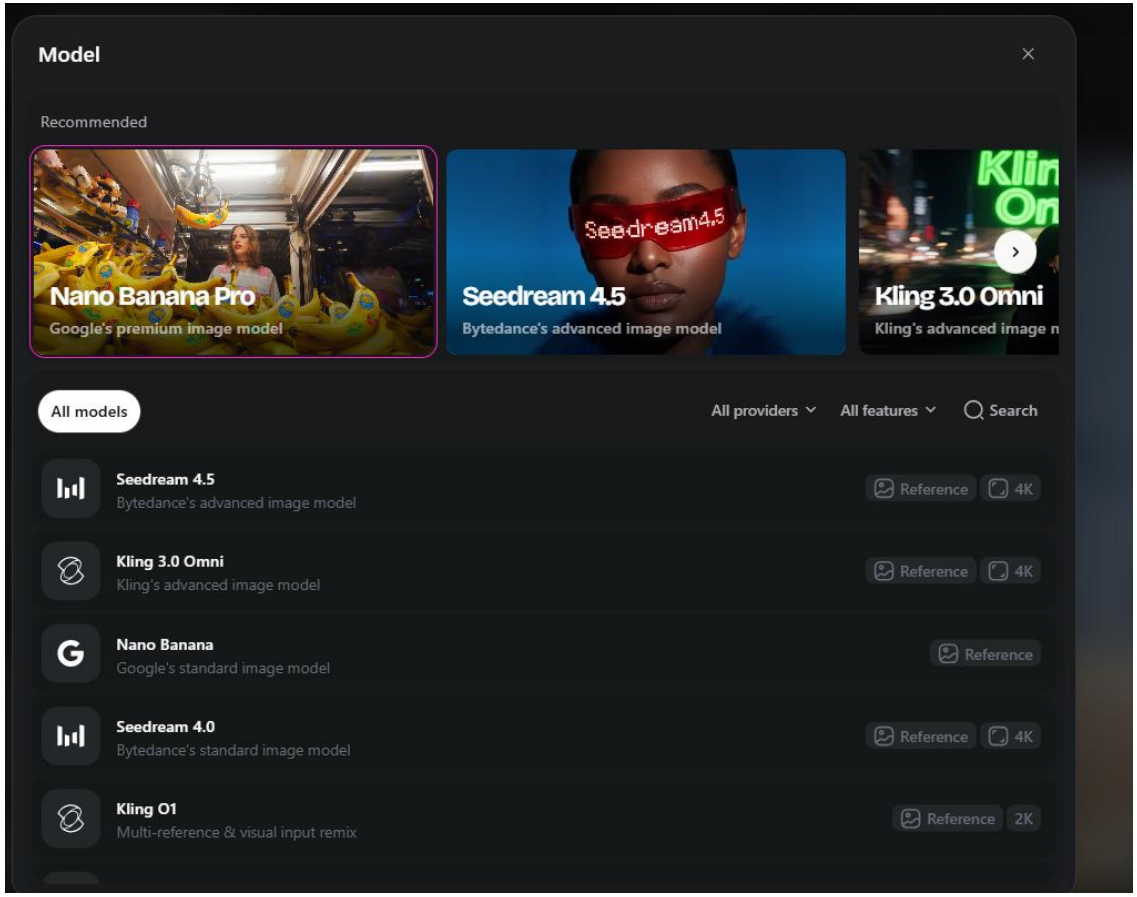
Openart.ai



What is brilliant about this tool is that you can choose which image creation models you wan to use

1. Write your prompt
2. Click on Model and choose from all the latest AI image models (except Midjourney)

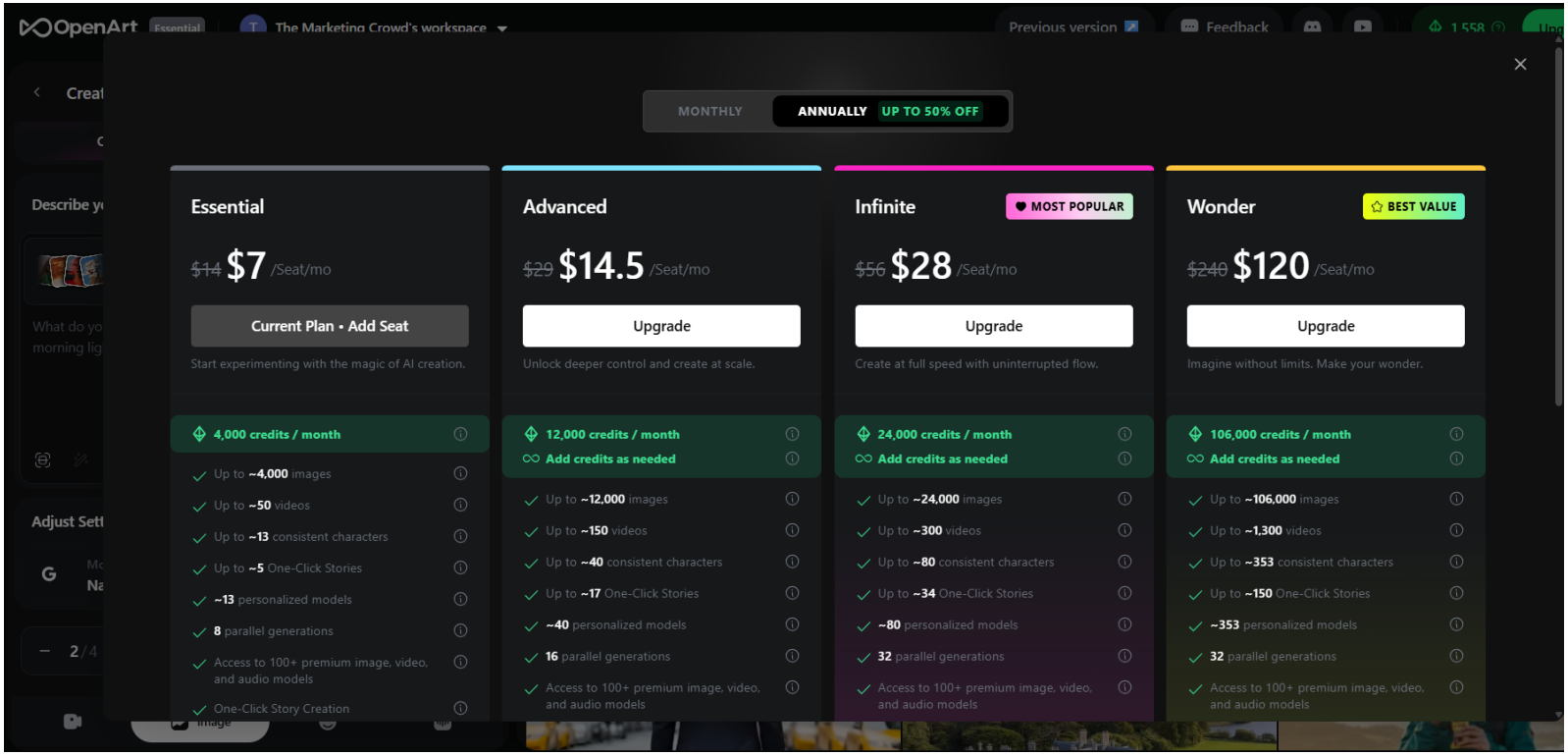
Openart.ai



Then browse through different models

This is an easy way to find a model that produces the type of images that you your like.

Openart.ai



Prices start from $14 a month (sometimes a discount if you pay annually)

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Which tools are the best for what we are moving onto

Which?

Chat GPT and Gemini can do everything I am about to cover

Midjourney / Meta and Open art can do most of these

Chat GPT and Gemini are the best for text / infographics

Change the colour of your product



Change the colour of the dress to white



Create multiple shots / angle of the same product or person



Show the woman modeling the dress from side angle view



Attach your product to get a much better product image



A blonde woman aged 25 wearing this handbag. She is casually dressed and wearing black sunglasses. She is entering a high-end boutique in London



Attach your product to get a much better product image



Create a product photograph for these hand crafted cats. Place them in a cosy environment where people can imagine them in their own home or to give as a gift. Place them on a wooden bookshelf in a sitting room with a candle on the shelf., we can see beyond the shelf



Attach your product and a reference image to get a much better product image





I have attached a handbag and a reference image. Create an image where the handbag on the white background is in a similar scene to the one with the person holding it



Extract your product from a photo to use on an ecommerce site



Extract the dress and place it on a white background product photography style



Ask for something to be show at a different angle



show this extracted dress
side on view



Zoom in on an image – to show the quality of your product



a close up view of the fabric in this dress



Add 2 images. Place 2 people modeling your products in the same image





Place the man and the woman a stylish bar. they are both looking at the mobile phone and smiling. they are wearing the same clothes as they are wearing in the images



Add 2 images. Have a person model your product



Have the model wear the black dress





Change the text in an image



Change the word Cocktail to Evan's



Change the text in an image



Change the word Casino to Evan Mangan



Change the view / perspective within an image



change this image to show the scene from above as though it was shot with a drone camera



Change the weather in an image





Ideal if you have an image but you want to change the season to match your current season e.g. Winter Sale or spring blossoms for a Spring sale

Change what the woman is wearing to winter clothes. Change the weather to a blizzard. There is snow on the ground and in the air

Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the people in this image



Remove anything from your image by describing the edit



Ideal if you have an image that you want to use in your marketing but there is one or more things you want to remove

Remove the Tattoos on his arms



Create branded images that contain your logo

The Marketing Crowd



This is useful if you want to have eye catching images for your website or social media that contain your brand logo

Place the attached logo on a coffee mug on a desk in a modern office. Also have the attached logo on a sign on the wall

Recreate your square or landscape images as portrait for Stories



create a version of this image that is 9:16 aspect ratio

Loading Nano Banana Pro...

Describe your image

Image

Thinking

I have a landscape image but I want a portrait version to send out as an Instagram story

Prompt:

Create a version of the attached image that is 9:16 aspect ratio

Recreate your square or landscape images as portrait for Stories





Create images and specify eye catching text

I have a driving school and I want an image of text on the foggy window of a bus

Prompt

create an image of a foggy window on a bus and the text, drawn with a finger on the foggy glass says "Driving Lessons 20% off in January". The text is very legible. aspect ratio 9:16



Change the existing text on your images to more eye catching text



I have a graphic but I would like a much more interesting typeface that looks like knitting needles and wool

Prompt:

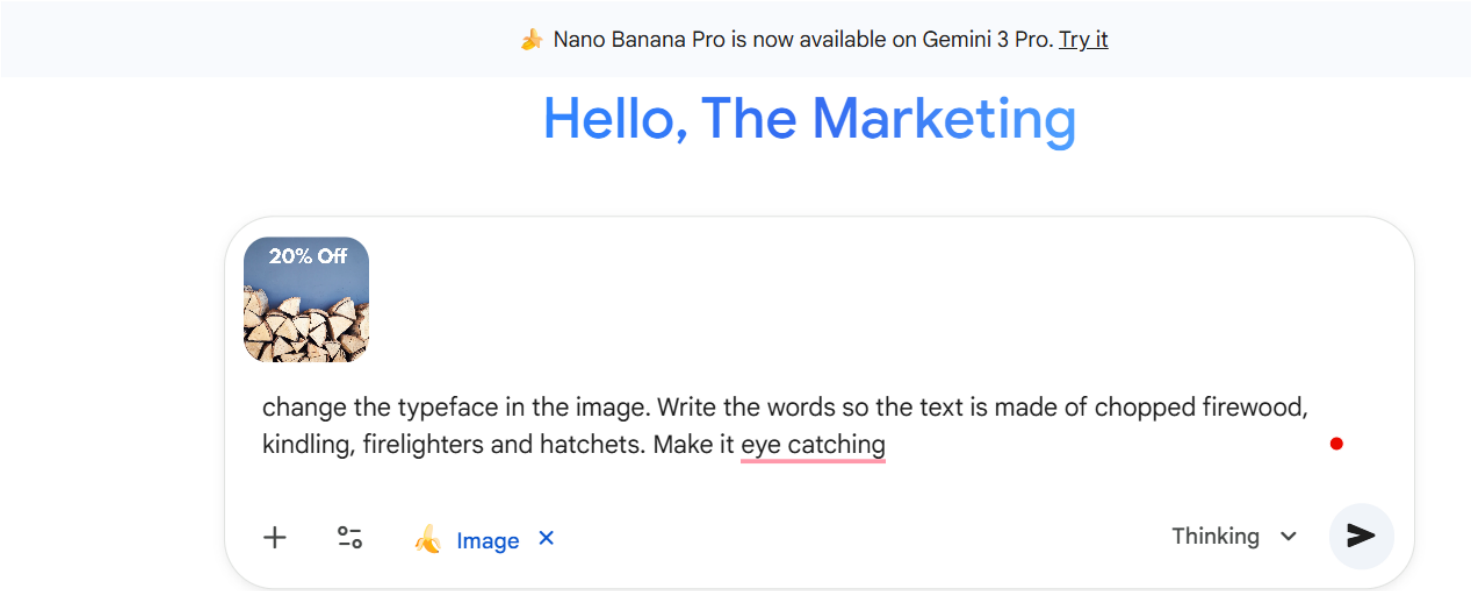
change the typeface in the image. Write the words so the text is made of knitting needles and balls of wool

Change the existing text on your images to more eye catching text





Change the existing text on your images to more eye catching text



I have a graphic but I would like a much mor interesting typeface that looks like wool

Prompt:

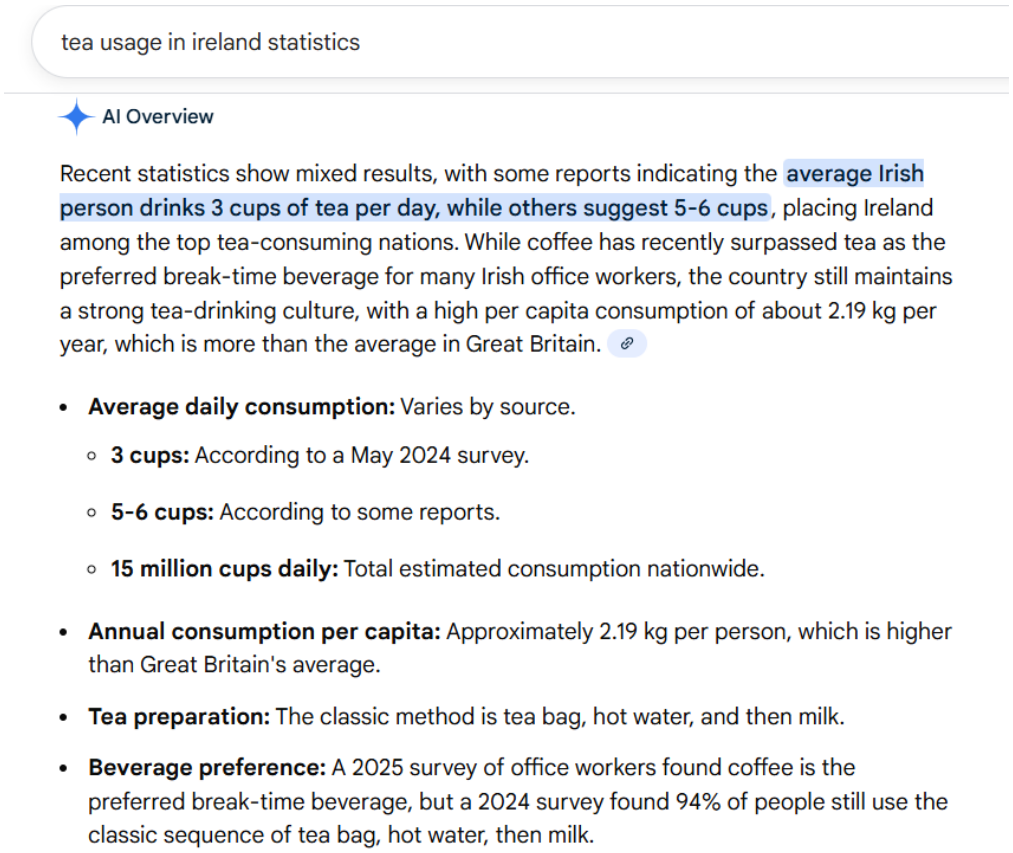
change the typeface in the image. Write the words so the text is made of chopped firewood, kindling, firelighters and hatchets. Make it eye catching

Change the existing text on your images to more eye catching text





Create infographics



Ask it to turn data and statistics into interesting infographics that you could use

1. In blog posts
2. In social media posts / stories

I took a screenshot of some tea drinking stats in Ireland and asked it ...

“create an infographic based on this data. Match the design to the Topic”

Create infographics



Translate the text in an image



translate the text in the image to polish

I have a graphic but I would like the text in a different language

Prompt:

translate the text in the image to polish

Translate the text in an image







This is ideal if you are targeting foreign customers and you want to create ads, web images or posters in their language

Place a person in any scene consistently (consistent character)



this man is in a cinematic scene set in ancient Rome inside the Colosseum. He is a young gladiator, standing proudly in the arena after victory. He wears authentic Roman gladiator armour — bronze chestplate, leather

this man is in a cinematic scene set in ancient Rome inside the Colosseum. He is a young gladiator, standing proudly in the arena after victory. He wears authentic Roman gladiator armour — bronze chestplate, leather straps, greaves, short red cape and a short sword (gladius) in hand. His expression is noble sun rays cutting through the dust-filled air. The roaring crowd fills the stone tiers behind him, waving red banners as sand and debris swirl in the golden light. The atmosphere feels epic, emotional, and cinematic — inspired by Gladiator (2000) film cinematography. Hyper-realistic detail, 8K resolution, strong backlighting, shallow depth of field, and dynamic composition that captures movement and triumph.

Place a person in any scene consistently (consistent character)





Place a person in any scene consistently (consistent character)



this man is on a Viking longship cutting through rough northern seas at dawn. He stands on deck as a Viking warrior in detailed leather and fur armour, . He does not

this man is on a Viking longship cutting through rough northern seas at dawn. He stands on deck as a Viking warrior in detailed leather and fur armour, . He does not have a beard. Around him are many other Vikings shouting and preparing for a raid, gripping axes and shields emblazoned with Norse symbols. The ship’s carved dragon prow looms over stormy grey waves, and cold mist swirls around the scene. The lighting is moody and cinematic, with shafts of golden sunrise breaking through clouds. Hyper-realistic detail,

Place a person in any scene consistently (consistent character)





Change the lighting or ambiance in a scene



show this room at evening time with soft lighting from lights and lamps that are already in the room. it is a warm and cosy scene

I am an estate agent and I have a photo of a sitting room but I ant to show it as different times of the day

Prompt:

show this room at evening time with soft lighting from lights and lamps that are already in the room. it is a warm and cosy scene

Fine detail editing : Change the lighting or ambiance in a scene

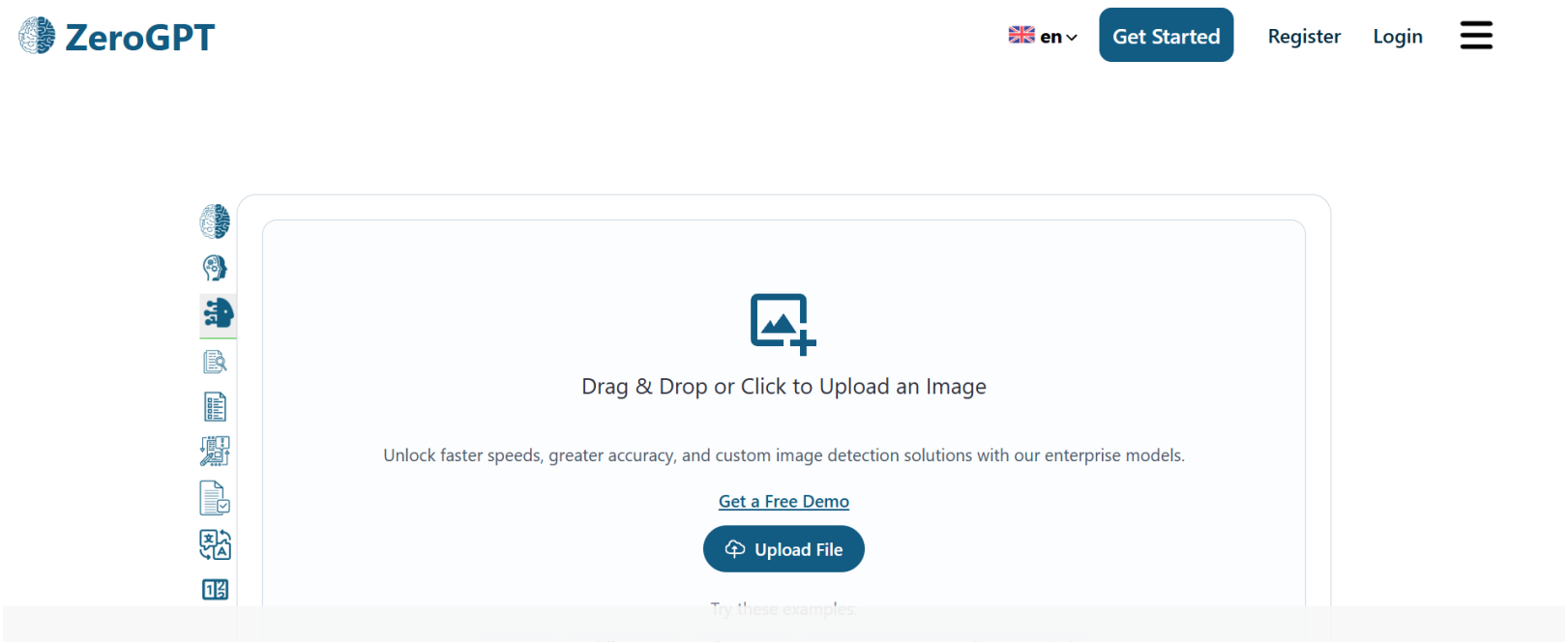


Original



Nano Banana Pro

How to check if an image was created by AI



https://www.zerogpt.com/ai-image-detector

Use the link above

Attach your image and it will detect