Local Enterprise Office South Cork

Course Summary

Master AI

Week 2: AI - creating written content and creating images.

5th November 2026

Prepared by The Marketing Crowd *with the help of one of our AI colleagues* ☺

Course Overview

Where We Are in the Course

Evan recapped the three main ways to use AI. Week 1 covered **Chat**: using AI for expert advice, ideas and strategies. This week and next week cover **Create**. Week 4 covers **Tasks**, getting AI to do work for you. Week 5 covers **AI search engines**: how Google is becoming an AI search engine and how to get recommended in Google, ChatGPT, Gemini and Claude.

This week covered two things: creating written content and creating images.

Siobhan is adding today's notes to the same web page as last week's notes, so the link you already have will show them. Allow an hour or two after the session for them to go up. By the end of the five weeks all the notes will be on that page. Anyone who missed last week has been emailed the notes.

Part 1: Creating Written Content

How to Get AI to Write Like You

This works in the free version of ChatGPT too.

Step 1: Give it examples of your writing. Start with a prompt like: *"I'm going to give you some examples of things that I have written. Please don't analyse them, just tell me you've received them."* Evan said to open this way because otherwise ChatGPT starts analysing the first thing you paste in. You can give it your writing in several ways:

- Paste in text: previous emails, social media captions or other business writing
- Paste in a link to a page you wrote, such as a blog post. ChatGPT can read everything on a web page.
- Attach a Word document with lots of your writing in it

Step 2: Ask it to analyse the style. Ask: *"Could you now analyse and describe the writing style?"* Evan's example came back very detailed. He said that's a good thing, and much better than getting a few lines.

Step 3: Tell it to remember. Say: *"That is Evan's writing style. Remember that. In future, whenever I ask you to write like Evan, use this writing style."* The key phrase is **"remember that."** It's the same as last week's example ("I'm allergic to bananas, remember that"). ChatGPT shows "updating memory" and then "memory updated," and the style is saved to its memory.

Step 4: Add it to Personalisation. Click your name, then **Personalisation**, and scroll to **Custom Instructions**. Evan's custom instructions already say to act like an expert marketer and always give unique, interesting digital marketing ideas. He also added **"Always write in Evan's writing style."** ChatGPT knows what that means because the style is in its memory.

From then on you don't need to ask. To be "belt and braces," Evan still adds "make sure you write it in Evan's writing style" when he asks for something important.

Getting Expert Feedback on Your Web Pages

This follows on from last week's expert advice session and shows that ChatGPT can read any web page. Remember last week's three part prompt: **give context, tell it to act like an expert and be clear about what you want.**

Evan's example: *"The Marketing Crowd provide a number of services as a digital marketing training company, and one of them is AI staff training. I'm going to give you a link to the page where we are promoting that service. Act like an expert in generating inquiries and sales from a web page and tell me where you think it's strong and where you think it could be improved."*

It said the page was a strong service at a competitive price. The biggest issue was that the page **explained what the training covers rather than selling why a business should book it.** It then listed what the page does well and what to improve. Evan recommended trying this on your own pages.

On the paid version Evan would normally set thinking to **high** for this kind of task. He uses medium during training so things move quickly.

Going further: compare yourself with competitors. Pick two competitors who usually appear above or below you in search results, since that's where people compare you. Give ChatGPT their pages and ask:

- Could you analyse these two competitor pages?
- If someone in search visited my page and these two, which are they most likely to book or buy from, and why?
- What could I do on my page to make them more likely to book from me?

Writing Better Web Page Headlines

The headline is the first thing people read when they land on a page. The last thing you want them thinking is "what's this all about?" Google says about **70% of website traffic usually comes from search**, and people look at three or four results. You're always being compared and attention spans are short. If your page isn't clear straight away, people leave and find one that is.

People buy solutions and benefits, and AI can help you find them. Apply this to any product or service:

1. **Find the three things people want.** *"We sell washable dog sofas. Act like a marketing expert and tell me the three main things people look for in this product."* ChatGPT has read the market research and reviews on the internet, so it knows what people value. Think of it as the checklist already in a buyer's head.

- Washable dog sofas: easy to clean and keep fresh, comfort and support for the dog, quality and durability with value for money

- Mother of the bride dresses (the ladies' boutique example): a dress that flatters her figure and makes her feel confident, something special, stylish and appropriate, and expert advice with reassurance and a comfortable shopping experience. ChatGPT noted she isn't just buying an outfit. She's buying something for one of the most important days in her family's life.

2. **Ask for headlines.** *"Act like an expert copywriter and write five headline options for my web page. Ensure you factor in the three things."*

    - For the dog sofas it recommended **"Happy Dogs, Cleaner Home, Sofas Built to Last."** That covers all three benefits in eight words. It also suggested supporting text to go under it.

    - For the mother of the bride dresses, the options included "Look and feel fabulous on their special day" and "Your perfect mother of the bride outfit starts here," each with a sub headline. Between them, the headline and sub headline covered all three things.

Writing the Body Text

Next Evan asked for the page text: *"Could you now write the text for the web page? Could you make sure that it is easily scannable by people who are in a rush, that it factors in the three things and that it's written in Evan's writing style?"*

ChatGPT wrote it as a product category landing page, with short paragraphs, key headings, bullet points, a prominent call to action and some useful FAQs.

Why ask for scannable text? Studies show people read only about **20% of the text on a page.** People scan to see if a page is what they want. If it isn't, they leave. If it might be, they slow down and read. When they scan, you want them to spot the three things already in their head. In the dog sofa text, "easy to clean" and "comfort for your dog" stood out straight away.

Treat the result as a draft. Don't copy and paste it onto your page as it is. Editing it and making it your own is much easier than starting from scratch, and you're starting from a good base because it's built around what people want.

Using your own product details: In practice you'd already have details about your product or service, such as specs, features and what's included. Attach a Word document with whatever you'd normally put on the page and say: *"Could you act like an expert copywriter and turn this into a web page, focusing on the three things people most want in this product or service?"*

Can Google Penalise You for AI Written Content?

Evan gets asked this all the time. **Google won't penalise you for using AI text on your pages.** Google knows AI often leads to better pages, because not everyone has a marketing background or thinks of framing their product as solutions and benefits instead of features.

But Google's algorithm favours original, unique content over generic, "vanilla" content.

Evan explained the principle with a pre AI example. If you sell trainers and paste in the supplier's description, and 200 other websites use the same description, Google sees identical content on all those pages. If you rewrite and improve it, Google notices and that can give you an edge in the rankings. The same applies to AI content. If lots of competitors use AI, and AI is mostly combining generic material from the internet, generic pages will lose out to more unique ones. Google looks at many other things too, such as meta titles, headlines, body text and how much authority your website has. All else being equal, though, content quality matters. Google isn't saying content has to be written by a person. It's saying it has to be **higher quality**, with your own expertise, knowledge and insights added.

The Neil Patel study: Neil Patel, a well known SEO expert, had AI write the content for around 700 websites. Half were published as written. The other half were improved with more facts, unusual statistics, his own views and opinions, and experience. The plain AI pages **drifted down the rankings over time**, and the improved pages **moved up.** That isn't a penalty. A penalty would mean being blocked from the top results, and that doesn't happen. Generic pages just slide down because the algorithm sees them as less insightful. Evan has put a link to Neil Patel's video in your notes.

The takeaway: Treat the AI text as a draft and add your own input. Make sure it's factually correct and specific to your business, and add things only you can, like customer feedback or a testimonial.

Menu Pages or Blog Posts for SEO?

This came up during the session. Evan will cover it properly in Week 5, but the key principle is that **to rank high in Google, you need a relevant page for the thing you want to be found for.** Google wants to show the most relevant pages from sites it trusts that load quickly and work well on mobile.

Evan's example was a hotel in Killarney that wants to be found for "dog friendly hotel Killarney." The hotel he showed has a dedicated page with that topic in the meta title, headline, body text and URL. Searchers don't want to land on a home page that covers six or seven things and mentions dogs somewhere. They want a page that explains exactly how dog friendly the hotel is. Google also understands related terms, so the page shows up for searches like "pet friendly hotel Killarney" too.

Does it matter whether it's a menu page or a blog post? Google treats a blog post as a page. It has a meta title, headline, body text and images like any other page. The question is whether the topic belongs in your main menu:

- **Main menu pages** are usually the services you offer. For a hotel, that might be offers or a family page covering kids' bedrooms, adjoining rooms and the pool.

- **Blog posts** suit topics people are researching that you want to be found for, such as "things to do in Killarney for families." Blogs tend to be tips, advice and helpful content.

Using Images to Help AI Write Content

You can attach photos and files in ChatGPT using the **Add photos and files** option. ChatGPT doesn't search the internet for a similar image. It looks at the image you give it.

- Evan attached a child's drawing and asked "What is this?" It described a happy family of four and a small brown rabbit. Evan thought it was a dog.

- He attached a maths problem and asked for the answer and how it got there. It could only do that by reading the image.

Since it can read images, you can attach any image and ask any question about it:

- **Product page copy:** *"I'm selling this red dress. Act like a web copywriter and write the text for this new dress in stock."* Evan didn't say the colour, style or design. It identified a red off the shoulder midi dress and wrote the copy, with why you'll love it, occasions and styling tips. It also added **SEO recommendations**: a meta title, meta description and image alt text.

- **Instagram caption:** *"Act like an Instagram marketing expert and write the text for an Instagram post for this product that we're now selling."* Evan didn't say what the product was. It recognised a 2 in 1 garden kneeler and seat and wrote a caption opening with "Love gardening but hate the strain on your knees?"

A participant on a previous course had sold windows for 20 years and never knew how to describe them. She attached a photo of a window, asked for web page and Instagram copy, and said the result was amazing. If you're stuck on how to write about your products, try it.

Evan's Advice on AI and Social Media

You can ask ChatGPT to brainstorm post ideas, write the posts, write them in your style and work from your images. **But Evan's advice is not to publish social media posts written by ChatGPT, Claude or Gemini, even in your own style.**

Social media is filling up with AI and people are getting cynical. They're asking "is that real?" about images, and the same doubt is now spreading to writing. Many people think: **"If you can't be bothered writing it, I can't be bothered reading it."** Social media is about authenticity and showing what's really happening in your business. Ideally that means real videos of you talking to camera. AI written posts are the opposite and show you're just going through the motions.

Engagement also matters. If people find your content interesting and engage with it, the algorithm shows it to more people. If they don't, it shows it to fewer. Evan expects people to value posts that are clearly written by a person more and more as AI content spreads. Your personality and humour make it obviously you. It's your choice, but that's his advice.

How to Fact Check AI Content

Large language models can make things up, and they do it convincingly. That's less of a problem when you're asking for Instagram marketing advice or TikTok video ideas. It matters a lot when something you publish has to be accurate, like a blog post or website content.

Evan gave two high profile examples:

- A lawyer in America cited cases in court that didn't exist. ChatGPT had made them up.
- A journalist wrote an article citing cases of Accenture being involved in corporate corruption. Accenture's legal team found they were made up and sued.

The demonstration: Evan asked both the paid and free versions of ChatGPT: *"I'm writing a blog post about all the recent changes to Instagram. Could you tell me all the new features they've introduced since 1 May 2026?"* The paid version said it would check Instagram's official announcements and recent reporting. For a fair comparison he turned on Think in the free version, which uses Luna, the fourth most capable model. He noted that the free version recently upgraded to Luna 6 and the gap between free and paid has closed a lot. With Think on, the free version now takes much more time and effort.

The traffic light fact check prompt: *"Could you now fact check all of these new features? I want you to check and verify that they are all correct and I want you to assign a traffic light system. If you can verify on the internet that this is factually correct, give it a green. If you're unsure, give it an orange. And if you cannot find anything or you think this is factually incorrect, give it a red."* You don't need these exact words. Just ask for the traffic light system.

This works because you're giving the model a different job. The first job was to list new features, and it could have made some up. The second job is to fact check, and it will. If you'd feel more comfortable, copy everything ChatGPT gave you into Gemini or Claude and say: *"ChatGPT gave me this information. Could you fact check it and give it a traffic light system?"* That way a different AI checks the work.

This time every item came back green in both versions. Evan said it was the first time he had ever seen all green. Usually there's a red and a couple of oranges. AI companies say each new model hallucinates less, and these are the brand new ChatGPT 6 models. **Even so, Evan still wouldn't trust ChatGPT to be 100% accurate in future.** The next result might not be all green. The prompt is in your notes.

How to Check if Content Is AI Written

Search Google for "ChatGPT detector." These tools also detect text from Gemini and Claude. Evan uses **ZeroGPT** (zerogpt.com). Paste in the text and click **Detect Text.** The tool has been trained on billions of examples of human and AI writing. These tools aren't 100% accurate, but they give a very good indication.

- **Evan's own blog post**, written with no AI at all, came back as "human written," with 1.4% likely AI. That shows the tools aren't perfect.

- **The AI written dog sofa text** came back as 70% likely AI. Asking for scannable text with bullet points and Evan's writing style had already made it read less like AI. On other courses this has started at about 50%.

If you don't want your text to come across as AI written, rewrite it and **keep checking it** until the score drops. Evan would be happy at about 20%. You can also use these tools to check whether something someone sent you was written with AI.

Dictating your own words: A participant had used AI to dictate student reports in their own words and asked whether a detector would flag them. Detectors look at sentence structure, not whether AI was involved. If you tell the AI *"I'm going to speak and I want you to write it verbatim, in my words,"* that isn't an issue. If you give it information and ask it to turn that into a report, it'll write in its own words. The easiest way to find out is to paste one of the reports into the detector.

SynthID and invisible watermarks: The top three AI companies have started adding invisible watermarks to text, called SynthID. Current detectors look at sentence structure and rhythm, much like we can sometimes tell AI text from its hyphens, dashes and word choices. The watermark is different. It stays in the text even if you copy, paste or rewrite it. The companies haven't released the detection key to third parties such as websites yet, and are only testing it with specialist organisations like universities. Universities have struggled with this for years, because students can rightly argue that current detectors aren't fully accurate. The technology has been around since the summer. If you're curious or concerned, ask ChatGPT whether the detection tools are available yet. When Evan asked recently, they weren't widely available, but they will be.

Part 2: Creating Images

Before the coffee break Evan introduced the main image tools, how they compare and what you get for free or paid. After the break he showed what you can do with them for marketing.

ChatGPT

Click **+** and then **Create image.** You could just type "create an image," but **choosing Create image gives more reliable and consistent results.**

The Create image menu also includes preset styles, which work like filters, such as 1970s portrait or Renaissance. You attach a photo and it's restyled. They're fun to play with but Evan doesn't think they'll help much with marketing.

The test prompt: *"Create an image of a black and tan dachshund lying on a purple lilo in a swimming pool, its eyes looking directly at the camera."*

Copyright: A court case in New York a couple of years ago ruled that **nobody owns the copyright to these images**, so you can use them on social media, your website and in email marketing.

Aspect ratios: Just tell it what you want, like "make it 9:16" or "portrait" for Stories, "landscape," or "4:5 for Instagram" ("the shape of an Instagram post"). It understands.

Asking for changes: ChatGPT added sunglasses and a Hawaiian flower that weren't in the prompt. Evan asked "Why did you add the sunglasses and flowers? Please remove. But tell me why." It said it had taken creative liberties with the summer pool setting, then removed them. You can ask for any change.

ChatGPT's image tool got a major upgrade over the summer. Evan thinks it's now the best, just ahead of Gemini, but it's slower and took around 40 to 50 seconds.

Free or paid: On the paid version (€20 a month) you can **create unlimited images** if you stay on the **Chat** tab. ChatGPT now has usage credits, but they only apply on the **Work** tab, which Evan will explain in a future week. The **free version gives you three images a day.**

Gemini

Search Google for Gemini, click **+** and then **Create image.** Gemini has its own preset styles too, like oil painting, gothic clay and cyborg. It's **faster than ChatGPT, often about half the time** (around 15 to 20 seconds), and the quality is comparable. Evan used the same prompt in every tool so you could compare them fairly.

Usage limits: Evan used to say Gemini images were unlimited. Gemini has now started applying usage credits properly, and two weeks ago Evan ran out halfway through a course. To check, go to **Settings** and then **Usage limits.** One image used 3% of Evan's limit. Evan pays €5 a month, which gives double the free usage. The limit he was watching is a **5 hour limit**, not a daily one. He had used only 2% of his weekly allowance, and the 5 hour limit then resets. Evan guesses the free version gives maybe 15 images a day, which is much better than free ChatGPT but no longer unlimited. Each tool words its usage screen slightly differently. Evan misread his at first and thought 33% was what he had left, when it was what he had used.

If you run out of usage in one tool, copy the image into a different AI and keep editing there.

Midjourney

Many people who know AI images say **Midjourney is the best.** There's no free version or free trial. The **minimum plan is $10 a month**, paid monthly, so you can try it for a month or two and cancel.

The home page shows a gallery of images made by users. Some are everyday images and some are very creative ones from people in creative industries. Midjourney also creates **videos.**

Settings to understand before you submit:

- **Aspect ratio:** portrait, square or landscape, with a slider for ratios like 9:16 or 1:2
- **Stylization:** makes the image look more polished, like it was shot by a professional photographer, a bit glam without being tacky. At zero it's quite ordinary, which is sometimes what you want.
- **Weirdness:** at zero nothing is weird. Turning it up doesn't make it really weird, but it starts to look unusual.
- **Variety:** Midjourney gives you **four images each time.** Low variety gives four similar versions. High variety gives four very different ones, which might give you an idea you'd never have thought of.

Evan ran four batches with different settings. With everything at zero, the images looked ordinary and similar to ChatGPT and Gemini. With **stylization at 250**, they looked like a professional pet portrait with good composition and a blurred background, as if taken by a professional with a DSLR camera. Next to them, the ChatGPT and Gemini images looked like a teenager took them on a smartphone. The weirdness batch wasn't what Evan wanted.

Privacy: By default, Midjourney can show your images publicly on its home page and in search. Paying more (around $50 a month) gets you stealth mode, which keeps them private.

Meta AI

Meta, the parent company of Facebook, Instagram and WhatsApp, has its own equivalent of ChatGPT at **meta.ai.** You log in with an Instagram or Facebook account. Meta has about 3.5 billion users and wants to be the AI everyone uses. It has instant and thinking modes and gives good answers. **Evan never uses it for advice** because you can't turn off data sharing to protect your privacy, and there are no Projects, which is where you should be working (covered last week).

Where it's useful is images. Go to **Media** to **create images for free.** If you're on free ChatGPT and run out of Gemini credits for the day, Meta is another option. Evan thinks its quality is comparable to ChatGPT and Gemini, maybe even slightly better for simple prompts, but not as good as Midjourney.

What about Claude? Claude doesn't have an image or video tool, so it can't create the dachshund or a woman carrying a handbag. It can create **graphics**, such as illustrations for presentations or social posts, and it can connect to third party tools. More on this in future weeks.

Why the Midjourney Image Looked Better, and How to Close the Gap

In the Midjourney image, the dog's face is the focal point and the background is blurred, like a professional pet portrait. The others showed the whole lilo and the whole dog with no

blur, like a smartphone photo. **All of them gave Evan what he asked for.** He only said what he wanted in the image, not how it should look.

Lesson: describe how you want the image to look, not just what you want in it.

If you don't know how to describe that, ask ChatGPT. Evan wrote: *"I'd like you to help me write an image prompt that I can give an AI. My current prompt is [prompt]. But the images I'm getting look a bit basic. They look like they've been shot with a smartphone. We're seeing the full lilo, the full dog, there's no blurred background. What I really want is that scene, but I want it to look like it was shot by a professional with a DSLR camera, maybe blurred background, a high quality pet portrait photo. I'm not really sure how to explain that. Could you write the prompt for me?"*

ChatGPT said the key is to tell the AI **how the photo should be composed, what the camera should focus on and what should be blurred.** Just asking for a DSLR isn't always enough. Its prompt asked for an ultra realistic professional pet portrait, shot from a low angle close to the surface of the pool at the dog's eye level, with a tight composition and the dog's face and eyes as the focal point. It also specified an award winning pet photographer using a high end full frame DSLR with an 85mm portrait lens at f/1.8. Evan pointed out that he never showed ChatGPT the Midjourney image, yet it understood what a professional pet portrait in that setting would look like.

Run through ChatGPT, Gemini and Meta, the new prompt gave **much better results in all three**: eye level, less of the lilo and a blurred background. They still weren't as good as Midjourney, but much closer to what Evan wanted.

Another option: attach an image in the style you like and say "I want it to look like that." The AI picks up the style and applies it to your request.

Gemini Privacy Explained

Evan went back over privacy, prompted by a question during the session. In ChatGPT, anything you give it can end up being used to train the model. That doesn't mean someone can ask ChatGPT what you told it. It respects privacy. But if you attached market research you paid for, ChatGPT could draw on it when a competitor later asks about your industry. To turn this off, click your name, then **Settings**, then **Data Controls**, and turn off **Improve the model for everyone.** This is in last week's notes.

Gemini doesn't have a simple switch. It has a setting called **Activity.** Keeping it on lets you pick up chats where you left off, but it also "helps improve Google services, including our AI models," which means your data is used for training. If you turn it off, Google still keeps chats for 72 hours and then deletes them. You can also delete up to 18 months of past activity. **But then all your previous chats, context and memory are gone**, so you end up with a less useful AI than ChatGPT. This applies to the free and paid personal plans. **On the Google business plan, nothing is shared by default.**

Why Google does this: All the AI companies are competing to be the main AI, and they can't all survive because it's too expensive. Evan compared it to AltaVista, Ask Jeeves and AOL Search disappearing when Google arrived, and Nokia losing out to the iPhone and Android.

None of them want to be the next AltaVista or Nokia. Google believes AI will become a commodity like electricity or water, so **distribution** will decide the winner. Gemini is already in Google Search (used by around 3 billion people a day), YouTube, Gmail and Google Docs. Google's bet is that people will value Gemini because it knows what they've been doing across all those tools. Evan doesn't value that, because it means giving up privacy.

Evan's advice: For expert advice, ideas and strategies, use an AI where you can turn off data sharing (ChatGPT or Claude). Create a Project, attach your deep research and ask all your business questions there. **Use Gemini for things that aren't private or confidential, especially images**, where it's very good and gives you a lot for free.

OpenArt (openart.ai)

Think of OpenArt as a website with **all the best and latest AI tools and models** for anything creative. You can do video, images, music, voiceovers and sound effects there. You can **sign up for free** and get free credits, usually around 100 to 150. After that you need a plan. Evan is on the **$13 a month plan with 4,000 credits a month.** He got it for around $8 a month on a Black Friday offer, so look out for one. Every action uses some credits.

Agents vs Tools: With Agents, you just describe what you want, like *"Create an Instagram post for my yoga business to promote our beginners classes,"* and attach your logo. **Evan recommends Tools instead.** With agents you don't know how many credits a task will use. One evening an agent used 2,200 credits, half his monthly allowance, and still didn't finish the video. Agents are really for people on top plans of around $100 a month.

Choosing a model: Go to **Tools**, then **Image**, then **Create an image**, and enter your prompt. Then click **Model.** OpenArt brings together all the latest image models so you don't have to visit each website. Examples include ChatGPT Image 2.5 (ChatGPT's image model, separate from its four chat models Astra, Sal, Terra and Luna), Nano Banana (Gemini's image model) in different versions, plus Seedream, Recraft, Flux, Grok, Qwen, Wan, Kling and Meta's model. These models are updated every month or two.

Each model costs a different number of credits. In Evan's demo:

- Seedream 5 Pro: 30 credits per image
- Recraft V4.1: 20 credits
- Seedream 5.0 Flash: 30 credits
- Flux 3: 35 credits

OpenArt pays these companies each time you use their model and takes it from your credits. It's a very good way to **find out which model works best for your kind of images.**

Other built in image tools include editing an image (for example changing a jacket's colour or putting someone in a different jacket), extracting layers so you can edit each one, **upscaling** a small, low resolution image to high resolution for print, expanding a portrait image into landscape by letting the AI imagine the sides, face swapping and generating

different angles or views. Evan said ChatGPT and Gemini can do all of this if you just ask, as he showed after the break.

For high production video, Evan recommends OpenArt and will cover it next week. Go to **Video** for options like:

- **Frame to video:** turn an image into video, or give a start and end frame and let it imagine the middle
- **Text to video:** describe what you want
- **Edit video:** change the scenery, background or what someone is wearing, replace the background, make someone speak another language, relight the video or make it look like it's from the 1980s
- **Replace character:** swap the person in the video for someone in a photo you attach

You can try what Evan showed with the free credits. For most people ChatGPT and Gemini will be enough, but OpenArt is there if you want to take things further.

AI Slop, Quality and Being Transparent

A participant asked whether AI images will come to be seen as negative, given that people want more realistic, natural content. Evan agreed that nobody wants **"AI slop,"** content that looks obviously AI and low quality, and people are moving away from it. He isn't recommending that. He's showing how to use AI to create images that **don't look like AI at all.**

He also stressed **being honest.** These two points don't contradict each other. Your marketing should look high quality, as if an expert designed it. But for transparency and integrity, tell people when AI played a big part. People are already cynical and asking "is that real?" You don't want customers feeling tricked, because your brand depends on honesty and it isn't worth risking for an image. You don't need to say you used ChatGPT to do X, Y and Z. A short note like **"We used AI to help us present our product"** in your Instagram caption (with an asterisk) or on your website is enough. People appreciate it and trust you more.

The EU AI Act: EU businesses are **required**, not just encouraged, to be honest about their use of AI. When AI has done a significant amount of the creation, you should declare it. Under the Act you also **can't show AI generated people using your products without declaring it.** Having them is fine, but you must declare it.

Part 3: What You Can Do With AI Images for Your Marketing

Evan mainly used ChatGPT and Gemini, but most of the tools can do all of this.

Better Product Photography

Product in use: Evan attached photos of a handbag on a plain background and wrote: *"Create an image of a woman carrying this handbag. She's in her early 20s, casually dressed, wearing black sunglasses. She's brunette. She's on a busy street in Dublin and she's looking in a boutique window. I want this to look like it was shot by a professional photographer using a DSLR camera. I'd also like it to look like the kind of image you get in Vogue magazine."* He ran it in ChatGPT, Gemini, Meta and Midjourney (with stylization up and low weirdness). Each tool gave a different woman, because the AI is imagining her, but all the results were similar in quality. To Evan, the Midjourney one looked most like Vogue. Evan said he'd declare an image like this, because the woman and the street don't exist.

Product in a setting: For handcrafted cats: *"Create a product photography shot for these handcrafted cats. I'd like them in an environment that would make people think, oh, I'd like them in my house. I'm thinking a cosy sitting room on a wooden bookshelf. There's also a candle on the bookshelf, and beyond the bookshelf there's an open fire and a white cream sofa. I'd also like it to look like it was shot by a professional with a DSLR camera. Make it 9:16 for Stories."*

Getting ideas for product shots: Attach your basic product photo and ask ChatGPT to act like a marketing expert and brainstorm scenarios and settings you could turn into image prompts. For the cats, it said the biggest opportunity was to **stop showing them as products and start showing people how they'd look in their own homes.** It suggested 15 ideas, including a cosy sitting room, a country cottage, a modern minimalist home and the perfect gift for a cat lover. That's where Evan got the sitting room idea.

Using a reference image: Evan attached the handbag and an example photo of a bag being held up in a boutique. He explained what he liked about the composition but said he didn't want a copy: *"I'd like it presented in a similar way to the other image, where the handbag is being held by somebody… but I don't want it to look exactly like this. I wouldn't want the person who took this photo to think that I just copied them. So can we have a different background (it would still need to be a boutique), different blouse, different hands."* No fancy wording is needed, just be clear. **Never copy someone else's image completely.**

Fixing the details: If you don't like part of the result, ask for a change. For example, "Could you remove the vase?" (it removed the hydrangea) or "Could you change what's on the shelves?"

Getting the scale right: For a Nutri-Grain bar on a breakfast table set for four, Evan added *"make it the size of a typical bar,"* in case the AI made it too big.

Changing, Rotating and Zooming

- **Change a colour:** *"Change the colour of the dress to black."* The model is exactly the same woman. About a year ago the tools made a big breakthrough in **character consistency.** Before that you'd get a black dress on a slightly different woman, which was no use.

- **Different angles:** *"Show the woman modelling the dress from side angle view,"* then *"from rear view, the camera's behind her."* This is useful for carousels and for website product pages.

- **Close ups:** *"Show a close up detail of the dress."* If it doesn't zoom in enough, be more specific, like *"a much closer view of the fabric of the dress."*

What to declare: Evan wouldn't declare a colour change, since you could do that in Photoshop for the last 20 years. He would declare the new angles, because the model never stood that way and the AI created it.

Tip: If you keep requesting image after image in one chat, results can get unreliable because it has to keep everything in memory. Do three or four images on one thing, then start a **new chat** for the next.

Removing Things

- **Remove the tattoos from the guy's arms.** It removed the tattoos and kept his watch and bracelet.

- **Erase all the people from the image except the woman on the right wearing the green jacket.** It filled in the pavement, removed shadows and rebuilt the vans and buildings behind them.

This is useful for estate agents who want cars and clutter removed from property photos, or tour guides who want places shown without crowds.

Combining Several Images

You can attach several images and combine them:

- A woman and a black dress: *"The woman is now wearing the black dress."*

- A man and a jacket: *"The guy is wearing the jacket."*

- Both people plus a photo of a bar (perhaps your own premises): *"The man and the woman are in the bar, standing at the bar counter, both looking at his phone, smiling at something funny."* The result showed the same bar and the same people.

In short, you can say: "I want this person using my product (attached) and my other product (attached) in this exact setting (attached)."

Changing the Season and Making Promotional Graphics

- **Change the season:** With a summer photo, *"Change what the woman is wearing to winter clothes: jeans, boots, black jacket. Everything else in the image is the same, except the weather has changed. It's now a blizzard, snow in the air, snow on the ground."*

- **Christmas Instagram post:** With the boutique handbag image, Evan asked for a **4:5** version with the same woman, bag and boutique, but everything Christmassy and the text *"Looking for the perfect gift for her? Visit ivorylane.ie."* ChatGPT and Gemini both added Christmas lights, frosting and Merry Christmas signs. Evan didn't like a

small red flag behind the text in ChatGPT's version and said he'd just ask for it to be removed or changed.

- **Fonts:** If you don't like the font, ask for a different one, or attach an image with a font you like and say "could you use that font?"

Other Examples in Your Notes

- **Extract a product** onto a white background in product photography style, for example trainers from a photo of someone wearing them, or the dress. You can then show it side on or as a close up of the fabric.
- **Change words on signs:** "change the word cocktail to Evan's," "change the word casino to Evan Mangan."
- **Drone view:** "change the image to show the scene from above as though it was shot by a drone camera."
- **Use your logo:** turn your logo into a sign on a wall, or put it on a mug.

What the Tools Can Do Now: The Last Year of Upgrades

This time last year, what Evan showed above was about as far as the tools went. Then Gemini got a big upgrade (it had always been ahead of ChatGPT), and ChatGPT was upgraded in January, April and July. **Nobody now says ChatGPT is behind Gemini for images. They're about the same.** These are the newer abilities:

1. Reshaping an image. Evan had lost the original Canva design for a course presentation cover and wanted it for Instagram Stories. He asked: *"Create a version of the attached that's 9:16 aspect ratio."* It didn't just crop it. It **rearranged the text and elements to fit the new shape.**

2. Accurate and creative text. Until about a year ago, text in AI images often had spelling and grammar mistakes, because the image tool was separate from the language model. Now the image tool is built into the language model, which effectively double checks and briefs the image model, so text is much more accurate. It's also creative. For example: a foggy bus window with *"Driving lessons 20% off"* written with a finger.

Creative typefaces:

- *"Change the typeface in the attached so that it is made up of knitting needles and balls of wool"* for a basic "20% sale on knitwear" graphic
- *"Change the typeface in the attached so that it is made up of hatchets, firelighters and kindling"* for a firewood business

You don't need to say text, font and typeface. Evan said he "went to town" with the wording.

3. Infographics. Evan asked for stats on where the money goes in the cost of petrol and diesel in Ireland (the seller, the producer and the government), then: *"Turn the most important parts of this information into an infographic. I want it 4:5 for Instagram post. Could you match the design to the topic, which is petrol and diesel in Ireland."* It produced "Where does the money go? The cost of fuel in Ireland." You don't have to get the data from the AI first. You can attach your own data and ask for an infographic, and you could ask it to match your brand by attaching your logo. Your notes include another example on tea drinking stats in Ireland. This is great for presentations, internal presentations, videos and social posts.

4. Translation. Because the image tool is now part of the language model, you can just say "translate this to Polish" or "translate this to Chinese" without supplying the translated text.

5. Putting a person in any setting. Evan turned a photo of his son into a gladiator in the Colosseum and a Viking warrior on a ship. As with the dachshund, he first asked ChatGPT to write a good prompt for each scene, then used that prompt with the photo.

Designing Things to Print (Such as Wedding Invitations)

You can design wedding invitations in ChatGPT or Gemini. Ask it to design an invitation and give it the details you want included. Attach an invitation you like and ask for yours in that style, the same way Evan used the handbag reference. You can attach a photo of you and your partner to put on the front. Then give it the printer's specifications, say "these are the print ready files I need, this is the spec, give me the final design in that spec," and it will.

Coming Up Next Week

Next week continues with **Create.** About 45 to 50 minutes will cover **AI video**, including OpenArt. The rest will cover **how to create websites with ChatGPT and how to update your own website.**

This was created with the help of one of our AI colleagues ☺