BONAFIDEBABE

How to Make Your *AI Campaign*

A step-by-step guide for the woman who runs the business and doesn't have time for a photoshoot.

Inside

7 steps · camera settings · copy-paste prompts

Build. Become. Belong.





You run the business. You don't have time for a photoshoot, a film crew, or another week of "I'll post when I have content."

This guide shows you how to make a short campaign for your brand with AI, step by step, using the same process we use for our own.

STEP 1

Start with the story, not the AI

The campaigns people actually finish watching have a story. AI is the tool, not the idea. Answer these four questions before you open any app:

1. Who's the character?

Usually you, or your ideal customer.

2. What's her problem?

The thing your product or service fixes. Keep it real and specific.

3. What's the turn?

The moment your brand shows up and things change.

4. What should they do next?

Book, shop, DM, comment. One action only.

EXAMPLE: OUR COMMERCIAL

The character is a boss who's too busy for her own content (problem). The turn: "We'll make it," and the glam campaign appears. The call to action: "Comment CAMPAIGN." Fifteen seconds, one idea.

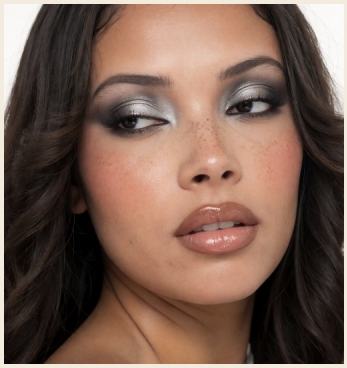
What you need

One real selfie of you	Or whoever represents your brand. Front-facing, no filter, natural light. This is the most important thing in this whole guide.
Real photos of your product or space	If you sell something physical. AI can't invent your product correctly.
AI image and video tools	We create the makeup looks in Glam AI, then animate them in Higgsfield. Most tools with a "reference image" option work the same way. **Affiliate link:** if you sign up through it, we earn a small commission at no extra cost to you. **Try Higgsfield: higgsfield.ai?fpr=shelby-9a0af4**
Optional: a voice tool	We use ElevenLabs with a voice clone, so no one has to record.
Time to learn	Our first campaign took us about two hours, and the next ones went faster. Yours may take more or less, depending on your tools and how many looks you make.

STEP 2

Build your reference set

AI forgets your face between shots. Your reference set is what keeps it honest.



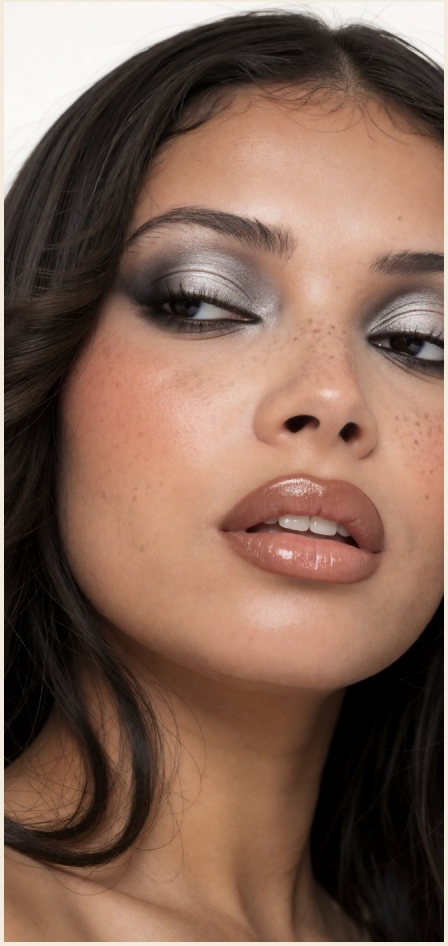
1. Start with your **real selfie**. Not a glam photo, not a filtered one.
2. Generate a few headshots with it. Pick the **2–3 that look most like you**: your face shape, your freckles or marks, your real hair color.
3. From now on, upload the selfie **plus** those 2–3 images every time you generate.

The most common mistake: skipping the real photo. Without it, half your images will look like a different woman, and your customers will notice.

STEP 3

The prompt formula

Every prompt we use follows the same five parts, in this order:



1. Who: "Same woman as the reference photos" plus 2–3 details that make you *you* (freckles, face shape, hair color).

2. Look: outfit and makeup.

3. Scene: where she is and what she's doing.

4. Camera: close-up, full-body, over-the-shoulder; the light.

5. Realism words: "natural skin texture, visible pores, realistic, no logos."

The realism words matter more than you'd think. Without them, AI airbrushes you into someone else.

STEP 4

Camera settings that look real

If your tool lets you pick a camera, lens and aperture, don't leave them on Auto. Auto can change the look every shot, and that's what makes AI feel fake.

Shot	Camera	Lens	Aperture
Full-body, studio	Modern	Clean Sharp	f/11 Deep Focus
Beauty close-up	Modern	Clean Sharp	f/1.4 Wide Open
Everyday-life scene	Modern	Halation Vintage	f/1.4 Wide Open

These are Higgsfield's names. **Too plastic?** Switch the lens to Halation Vintage. The slight film glow is the fastest fix for that airbrushed look.

STEP 5

Animate it



Pick your shape first. Vertical 9:16 for Reels and TikTok, horizontal 16:9 for a cinematic short film. Cropping later cuts off the good stuff.

Describe one simple motion: a hair flip, a slow head turn, walking toward the camera. Ask for too much and faces start to warp.

5 seconds per clip is plenty. You'll use 1–2 seconds of each.

Generate from your best still, not from scratch. The face stays more consistent.

STEP 6

Add a voice and a call to action

Keep it short

15–30 seconds. One idea, one feeling.

Sound matters

Use your own voice, a voice clone, or trending music. Silence gets scrolled past.

One clear action

"Book now," "Shop the drop," "DM me READY." Put it on screen and in the caption.



The check before you post

- [ ] **Does she still look like you?** Hold each image next to your real selfie. If you have to squint, cut it.
- [ ] **Any logos?** AI loves sneaking designer bags into your shots. Blur or cut them.
- [ ] **Hands, teeth, earrings:** zoom in. These are where AI glitches.
- [ ] **Text on screens:** AI garbles numbers. Add clock times and notifications yourself as overlays.
- [ ] **Label it.** Turn on the AI label and say "made with AI" in the caption. It builds trust instead of costing it.

If it doesn't look like you, it doesn't go out.

Copy-paste prompts we actually use

Swap the bracketed parts for your own details.

The glam close-up

> Same woman as the reference photos: [your face details, e.g. soft round face, freckles across nose and cheeks], [your hair]. Close-up beauty portrait on a white studio set, silver shimmer smoky eyeshadow, glossy nude-brown lip. Head turned three-quarters, confident expression. Editorial beauty photography, natural skin texture with visible pores, realistic. No logos.

The studio walk-in

> Same woman as the reference photos: [your face details]. She walks confidently onto a bright white seamless photo studio set, wearing [outfit]. Studio strobe lights flash. Full-body, camera at waist height, editorial fashion photography, natural skin texture, realistic. No logos, no text.

The real-life version of you

> Same woman as the reference selfie: [your face details], no makeup, hair in a messy claw clip, oversized hoodie. She sits at a kitchen table with a laptop open, chin in hand, a cold cup of coffee beside her. Medium shot, natural skin texture, realistic, warm morning light.

Your product in the shot

> Same woman as the reference photos: [your face details]. She holds [your product, described exactly: color, shape, size], smiling, in [your setting]. Use the product reference photo exactly as shown. Medium shot, natural light, natural skin texture, realistic. No other logos or text.

Before your first campaign

Fewer looks

Three strong, consistent looks beat ten that don't match. We learned this the hard way.

Reference first, always

Every shot of ours that went wrong had skipped the real selfie.

Decide the format first

Vertical for Reels and TikTok, horizontal for a short film. Switching later means re-cutting everything.

Make your first one this week. Pick one product or service, write the four story answers from Step 1, and generate three shots. Done is better than perfect.

DONE FOR YOU

Rather have it *made for you?*

Our production company, RSD Creative Productions, makes AI campaigns for busy business owners, built around your story, like the commercial that brought you here.

DM us

"CAMPAIGN"



BonaFideBabe. Build. Become. Belong.

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