

## Make a product photoshoot in Claude with Higgsfield

A full product photoshoot with no camera, no studio, and no model. You build a consistent AI model once, keep her face the same across every shot, and drop her into your product. Higgsfield runs the whole thing from inside a normal Claude chat. Here are the exact prompts I used.

The thing that always made AI models useless for real product shots was consistency. You would get a great face in one image and a totally different person in the next. Higgsfield fixes that. You build a model once as a casting card, and then every shot after that keeps the same face. Connect it to Claude and you run the entire shoot by typing.

**Before you start:** you need a Higgsfield account with credits and a Claude account that can add connectors. If Higgsfield is not connected yet, do the one-time setup first: [Set up Higgsfield inside Claude](#) (about two minutes).

### The 4 prompts

Run these in order in a single Claude chat. Keep the conversation going so Higgsfield holds the model's identity between shots.

#### 1. Build the model

This creates your model and locks her look as a four-angle casting card.

#### PROMPT 1

Build me a consistent female model for a product shoot. Give me a four angle casting card: front, side, three quarter, and back.

## 2. Keep her consistent

Give her a name and a wardrobe. The key words are "keep her exactly the same" so Higgsfield references the casting card instead of inventing a new person.

#### PROMPT 2

Keep her exactly the same. Now give her a name and a casual streetwear wardrobe, full body shot.

## 3. Shoot your product

Swap in whatever you actually sell. A jacket, a watch, a bag. She wears it, same face, studio quality.

#### PROMPT 3

Now photograph her wearing a black puffer jacket, studio lighting, e-commerce style. Keep her identity perfectly consistent.

## 4. Get the captions

Claude already has the context, so it writes the captions for each platform in the same chat.

#### PROMPT 4

Write me TikTok, Instagram, and YouTube captions for this shoot.

# Tips that make it look real

- Always say "keep her exactly the same" or "same face" when you ask for a new shot. That phrase is what holds the identity.
- Be specific about lighting. "Studio lighting, e-commerce style" reads far more professional than no direction.
- Stay in one chat. A fresh chat loses the model and you start over.
- Generate a few variations of the product shot and pick the best. Credits are cheap compared to a studio day.

## What you need

- A Higgsfield account with credits.
- A Claude account with the Higgsfield connector added.
- About five minutes. No camera, no studio, no model.

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That is the whole shoot. If it was useful, the newsletter is where I send the next build before it hits YouTube.

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*Built for curious people, not experts.*

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