PAPER CRANE STUDIO

FREE GUIDE · AI FOR BUSINESS

Phone photo to studio product shot in 3 AI prompts

Turn one plain phone photo of your product into a clean catalogue shot, a lifestyle scene and an ad-ready 4:5 image, with free AI tools and three copy-paste prompts. About 30 minutes the first time, 5 minutes after that.

Clean backdrop | Lifestyle scene | Ad-ready 4:5 | Label check



Inside: 1 base-photo checklist · 4 copy-paste prompts · a 7-day plan

Free tools you already have. Your product stays exactly as it is.

BEFORE YOU START

One photo. Three prompts. *Same product, every time.*

You don't need a studio, lights or a photographer to get clean product photos for Instagram, WhatsApp catalogues or your website. AI image tools like ChatGPT and Google Gemini can now take a plain phone photo of your product and put it on a clean backdrop or in a styled scene. The catch: AI likes to "improve" things, so it can quietly change your label, your logo or the shape of the pack. This guide gives you 3 prompts that keep your product exactly as it is, and a check to catch mistakes before you post.

What you need

- Your phone camera. Any recent phone is fine.
- One AI image tool: ChatGPT (upload a photo and ask for an edit) or Google Gemini. Free plans can do this, with a daily limit.
- Your product, a window with daylight, and a plain sheet of white or cream paper.
- 5 minutes per product after the first try.

Three ground rules

- The product never changes. Same label, same text, same colours, same shape. Customers must get what they saw.
- Start from a sharp, well-lit photo. AI can fix the background; it can't fix a blurry product.
- Check every image before you post (step 04). Zoom in on the label.

STEP 0

Take one good base photo

Before the prompts: take one good base photo (2 minutes)

- Stand near a window in daylight. Switch off the room lights so the colours stay true.
- Put the product on a sheet of white or cream paper, label facing the camera.
- Hold the phone at the product's height, not from above. Don't use zoom; move closer instead.
- Tap the label on screen to focus, then take 3 shots. Keep the sharpest one.
- Also take one close-up of just the label. You'll use it to check the AI result.

01 CATALOGUE SHOT
Clean backdrop + soft shadow

~5 min | Tools: ChatGPT or Gemini (image upload)

This is the photo customers expect on a product page: your product alone, centred, on a plain background, with a soft natural shadow so it doesn't look pasted on.

1. Open ChatGPT or Gemini and upload your base photo.
2. Paste the prompt below and fill in the [BRACKETS].
3. If the label text changes, reply: "The label text changed. Keep the product pixels exactly as in my photo and only replace the background."
4. Download the result in the highest size offered.

COPY-PASTE PROMPT

```
Edit the photo I uploaded. Keep the product EXACTLY as it is: same shape, same label, same text, same logo, same colours, same size and angle. Do not redraw, retouch or "improve" the product.
Only change the background: replace it with a plain, seamless [WHITE / WARM CREAM / LIGHT GREY] studio backdrop.
Add a soft, natural contact shadow under the product, as if lit by a large window from the [LEFT / RIGHT].
Centre the product with even space around it. Square 1:1 image, high resolution, photographic, no text, no props.
```

LEVEL UP

Do all your products with the same backdrop colour and light direction. A grid of matching photos looks like a real brand.

WATCH OUT

Marketplaces like Amazon and Flipkart have strict rules for the main image (usually a pure white background, product only). Check your marketplace's current image rules before you upload.

02 LIFESTYLE SHOT
Give it a scene that fits your brand

~5 min | Tools: ChatGPT or Gemini (image upload)

A product in a real-looking setting tells people how it fits their life: pickle next to a steel lunch box, a candle on a bedside table, a saree folded on a wooden chair.

1. Upload the clean photo from step 01 (it gives better results than the original).
2. Pick ONE setting your customer knows. Keep props simple and related to the product.
3. Paste the prompt and fill in the brackets. Ask for 2 options and keep the better one.
4. If a prop covers the label, reply: "Move the [PROP] so the label is fully visible."

COPY-PASTE PROMPT

```
Place the product from my photo into a new scene. Keep the product EXACTLY the same: shape, label, text, logo and colours unchanged.
Scene: the product stands on [A WOODEN KITCHEN TABLE / A MARBLE COUNTER / A WOVEN MAT] in [A SUNNY INDIAN KITCHEN / A CAFE / A LIVING ROOM], [MORNING WINDOW LIGHT / WARM EVENING LIGHT].
Props (small, in the background, slightly out of focus): [2-3 PROPS, e.g. a steel tumbler, fresh mango slices, a few curry leaves].
The product is the hero: in sharp focus, label facing the camera, fully visible.
Portrait 4:5, realistic photo style, natural colours, no text, no people.
```

LEVEL UP

Make a set of 3 scenes for the same product (morning, festival, gifting) and post them as a carousel.

WATCH OUT

Don't add things you don't sell or a size you don't have. If the scene shows 3 jars, you should sell a pack of 3.

AD / POST

03 An ad-ready 4:5 image with space for text

~5 min

Tools: ChatGPT or Gemini + Canva or the Instagram editor for the text

4:5 (portrait) fills the most screen space in the Instagram feed. Leave a clean area for your headline and add the text yourself afterwards, so it's spelled right.

1. Upload your best image from step 01 or 02.
2. Paste the prompt below.
3. Add your headline and price in Canva or the Instagram editor, in the empty area. Max 6 words.
4. Keep your logo small in a corner.

COPY-PASTE PROMPT

```
Using the product from my photo (keep it EXACTLY the same: shape, label, text,
logo, colours), create a portrait 4:5 advertising image.
Place the product in the lower half, slightly right of centre, on [THE SAME
BACKGROUND / A SOFT GRADIENT IN BRAND COLOUR [HEX CODE]].
Leave the top third completely empty and calm (plain background, no objects) for
a headline I will add later.
Lighting: soft and bright, gentle shadow, premium but warm. Photographic, high
resolution. Do not add any text, letters or logos.
```

LEVEL UP

Ask for the same image in 9:16 too ("same scene, vertical 9:16, empty top and bottom") for stories and reels covers.

WATCH OUT

Don't let AI write your headline or price on the image. AI-made text often has spelling mistakes. Add text yourself.

04 THE ONE RULE
Check the label, shape and colours

~2 min an image | Tools: Your phone gallery + the same AI chat

Your customer must receive exactly what they saw. This 2-minute check catches the most common AI mistakes.

1. Put the AI image and your label close-up side by side. Zoom in on the label.
2. Check: brand name, product name, weight, colours, the lid and the shape of the pack.
3. Paste the checking prompt below with both images. Fix anything it finds, or start again from your base photo.
4. Keep your original photos. Next time you only need to upload and paste.

COPY-PASTE PROMPT

```
I uploaded two images: (1) my real product photo and (2) an AI-edited version.
Compare ONLY the product, not the background. List every difference you can see
in: the label text and spelling, the logo, the colours, the shape and size, the
lid/cap and any small details.
If there are no differences, say "Product unchanged". Be strict.
```

LEVEL UP

Save your three filled-in prompts in a note. Next product: change only the product name and the scene.

MAKE IT A HABIT

Your 7-day plan

Day 1
Take base photos of your 3 best-selling products in daylight.

Day 2
Prompt 1: clean backdrop shots for all 3.

Day 3
Prompt 2: one lifestyle scene per product.

Day 4
Prompt 3: one ad-ready 4:5 image, add your headline.

Day 5
Run the check on every image. Redo any that changed.

Day 6
Update your WhatsApp catalogue and website photos.

Day 7
Post the lifestyle set as a carousel and note the reach.

5 mistakes to avoid

- Posting an AI image where the label or logo quietly changed.
- Starting from a dark or blurry photo and hoping AI fixes it.
- Showing props, pack sizes or colours you don't actually sell.
- Letting AI write prices or headlines on the image (spelling mistakes).
- A different background style for every product, so the feed looks messy.

Want us to do this for you?

Paper Crane Studio sets up product photo systems, brand looks and AI tools for small businesses across India, in English, Tamil, Kannada, Telugu and Hindi. Tell us about your products.

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