

DIAMOND MOMENTUM PUBLICATION 001

THE EDITORIAL PORTRAIT COLLECTION

Ten identity-lock portraits for a business worth seeing.

10 PROMPTS · \$10 AUD

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How to Use This Collection

These are complete production prompts, not short inspiration lines. Each one is designed to create a specific portrait while protecting the identity, age, features and humanity of the person in the reference photograph.

1 · UPLOAD ONE CLEAR REFERENCE PHOTOGRAPH

Choose a recent image with an unobstructed face, accurate skin tone and enough detail for the image generator to recognise the subject. A sharp phone photograph is enough.

2 · COPY THE ENTIRE PROMPT

Use the prompt exactly as written, from Identity Lock through Output. Do not remove the production or negative controls; they are part of what protects the result.

3 · ADAPT ONLY WHAT IS TRUE

Adjust the profession, environment, materials or working action only when needed for the real person. Do not add status symbols or a setting they would never use.

4 · CHECK IDENTITY BEFORE STYLE

If the result changes the face, body, age or distinguishing features, return to the original reference and reinforce the Identity Lock before changing anything else.

5 · SAVE A CLEAN MASTER

Keep the highest-resolution version without text, logos or overlays. That one image can then be cropped and reused across a website, social media, launches and printed material.

The aim is not to create someone younger, thinner or more glamorous. The aim is to create a premium photograph of the same real person.

PERSONAL BUSINESS-USE LICENCE

The purchaser may use these prompts to create images for their own personal brand or business. The PDF and prompt text may not be copied, shared, resold, repackaged, uploaded to a membership, or redistributed in whole or in part. Image results vary by platform and reference photograph. Example portraits in this publication were created with AI using authorised reference photographs.

Ten Portraits. Ten Purposes.

Every portrait earns its place in a complete business image library.

- 01 The Threshold Portrait
- 02 The Hands-At-Work Portrait
- 03 The Window Reflection Portrait
- 04 The After-Hours Founder Portrait
- 05 The Client'S-View Portrait
- 06 The Materials Portrait
- 07 The Walking-In Portrait
- 08 The Voice-Note Portrait
- 09 The Decision Portrait
- 10 The Signature Detail Portrait

PORTRAIT 01

THE THRESHOLD PORTRAIT

The photograph of becoming visible before the room sees you.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE THRESHOLD PORTRAIT

The photograph of becoming visible before the room sees you.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Capture the subject in the quiet second before they enter a space where their work, voice or leadership matters.

This is not an arrival photograph and not a dramatic doorway pose. It is the private pause before public presence: composed, grounded and ready. The image should communicate, 'I know why I am here,' without bravado.

The emotional centre is anticipation held with calm authority. The viewer should feel that something meaningful is about to begin.

ENVIRONMENT

A refined but believable architectural threshold: the edge of a studio, meeting room, consultation space, workshop or contemporary office. Use warm off-white plaster, natural oak, a restrained dark metal detail and soft depth beyond the doorway.

The open doorway should frame the subject without forming a harsh box around them. The room ahead may be softly visible, but it must not become the story. Avoid grand entrances, hotel lobbies, marble foyers, red carpets or theatrical corridors.

STYLING

Dress the subject as they would genuinely dress for an important day in their own business. Use timeless tailoring or elevated natural fabrics in navy, cream, charcoal, olive, camel or soft black. Keep accessories minimal and personally believable.

Clothing must fit naturally and preserve the subject's real body shape. No styling that looks borrowed, corporate-costumed or fashion-editorial for its own sake.

SUBJECT DIRECTION

Position the subject one step inside or beside the threshold, body angled approximately 30 degrees toward the room ahead. One hand may rest naturally near the doorframe, hold a slim notebook or remain relaxed by the body. Keep both hands anatomically clear.

The subject is not looking directly at the camera. Their gaze is directed gently into the room ahead, as though taking one final breath before entering. Expression: calm focus, settled confidence, no broad smile, no tension in the jaw or shoulders.

Capture stillness with the smallest suggestion of forward movement. Do not make the subject appear hesitant, nervous or excluded.

CAMERA & COMPOSITION

Vertical 4:5 composition. Use a full-length or three-quarter environmental portrait with the camera at natural chest height. Lens equivalent 50 mm; aperture around f/3.2 to preserve architectural context while separating the subject gently.

Place the subject slightly off-centre with clean negative space in the direction of their gaze. Keep vertical lines straight, facial proportions undistorted and footwear visible if using full length. No extreme low angle, wide-angle stretching or heavy background blur.

LIGHTING

Use soft directional daylight entering from the room ahead or an adjacent architectural window. Let the light fall naturally across the face and front shoulder, with gentle shadow on the far side.

Maintain detail in both the brighter room and the threshold. The light should feel like morning or calm late afternoon—warm-neutral, not golden-orange. Add only subtle natural fill where necessary.

COLOUR & FINISH

Quiet editorial realism. Restrained navy, cream, oak and soft charcoal palette. Moderate contrast, soft highlight roll-off, true-to-life skin tone, fine print-ready detail and a very subtle filmic texture.

The final image must feel like the opening photograph of a founder profile in a premium independent magazine.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

PORTRAIT 02

THE HANDS-AT-WORK PORTRAIT

The photograph where skill is visible before it is explained.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE HANDS-AT-WORK PORTRAIT

The photograph where skill is visible before it is explained.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Show the subject actively using the skill, care or craft their clients value.

The hands matter, but this remains a portrait of the person—not a product close-up. The viewer should understand that expertise has been earned through repetition, attention and lived experience.

The image should communicate competence without performance. It must feel as though the photographer quietly witnessed a genuine working moment.

ENVIRONMENT

Use the subject's believable working environment: studio desk, treatment room, consulting table, maker's bench, kitchen work surface, florist station, laptop workspace or service counter, adapted to the actual business.

Include only the essential tools needed for the action. Surfaces should show subtle signs of real use while remaining visually calm. Use natural materials, restrained colour and one background layer for depth. No prop-filled set, decorative stationery spread or implausibly perfect workspace.

STYLING

Style the subject exactly as they would work with a valued client or produce their best work. Clothing must allow natural movement and suit the profession. Use refined, low-contrast colours and matte fabrics.

Jewellery should be minimal so the hands remain clear. Nails must look natural and consistent with the reference and the subject's work. Do not add a manicure, rings, watch or accessories that are not believable for the person.

SUBJECT DIRECTION

Place the subject in a real, specific action: writing a thoughtful note, adjusting a product, selecting material, preparing a client resource, arranging a tool, reviewing a printed proof or completing one precise step in their service.

Hands must be fully visible, naturally spaced and anatomically correct. The action should be physically plausible. The subject may look down toward the work with quiet concentration or briefly toward a client positioned just outside frame.

Expression: absorbed, capable and at ease. Avoid smiling at the camera, pointing at a laptop, typing randomly or holding an object without purpose.

CAMERA & COMPOSITION

Vertical 4:5 composition. Use a medium environmental portrait from waist or mid-torso upward, angled approximately 35–45 degrees to show both face and hands. Lens equivalent 50–70 mm; aperture f/3.2–f/4.

Focus priority must include the nearest eye and the working hands. Use enough depth of field for both to read clearly. The hands should occupy the lower third without becoming disproportionately large. No overhead flat lay and no wide-angle hand distortion.

LIGHTING

Soft side daylight from a nearby window or open studio door. Let the light define the hands, material texture and facial structure without sharp shadows.

Use a warm-neutral white balance. Preserve accurate colour in skin, tools and materials. Keep reflective screens or metal surfaces controlled and believable.

COLOUR & FINISH

Tactile, precise and human. Natural skin and hand texture, realistic materials, restrained contrast and fine editorial detail. The background should be softly organised rather than erased.

The final image must feel useful for an About page, service page, launch post and printed founder feature.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

THE WINDOW REFLECTION PORTRAIT

The photograph of the person you are and the direction you are choosing.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE WINDOW REFLECTION PORTRAIT

The photograph of the person you are and the direction you are choosing.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Create a layered portrait using a genuine window reflection to suggest thought, ambition and a life extending beyond the frame.

This is not melancholy, mystery for its own sake or a cinematic double exposure. The reflection should create one quiet second view of the same person while keeping identity clear and recognisable.

The image should communicate perspective: someone able to see both where they stand and where they are going.

ENVIRONMENT

Use a large clean architectural window in a calm workspace, studio, home office or contemporary public interior. Outside, include only soft, believable context such as greenery, muted buildings, sky or a quiet street.

The glass must be clean enough for an elegant reflection yet retain subtle real-world texture. Interior elements should be minimal: warm plaster, natural timber, linen curtain or one restrained chair. No night skyline, rain effects, skyscraper penthouse or luxury-hotel staging.

STYLING

Use refined everyday business clothing in deep navy, cream, charcoal, soft grey, olive or warm neutral tones. Choose matte natural fabrics so the reflection remains readable.

Hair, makeup, accessories and body shape must remain faithful to the reference. Avoid highly reflective jewellery, glossy fabric or dramatic styling that competes with the glass.

SUBJECT DIRECTION

Position the subject close to the window at a slight angle, shoulders relaxed. One hand may rest softly at waist height, hold a closed notebook or remain out of frame. Do not press hands against the glass.

The subject looks through the window rather than at their own reflection. Expression: thoughtful, self-possessed and forward-looking—not sad, distant or worried.

The reflected face must match the subject exactly and obey the physical angle of the glass. It should be secondary to the real face, not a duplicate floating independently.

CAMERA & COMPOSITION

Vertical 4:5 composition. Medium portrait from mid-torso upward. Lens equivalent 70–85 mm to keep facial proportions natural and compress the reflected layers gently. Aperture around f/3.5.

Photograph at a shallow diagonal to the glass so both the real subject and one clean reflection are visible. Keep the eye line natural. Leave controlled negative space toward the exterior view. No kaleidoscope, double exposure or multiple reflections.

LIGHTING

Use soft overcast daylight or diffused late-afternoon window light. Balance interior exposure carefully so the face remains luminous and the exterior does not blow out.

Keep the reflection subtle, with lower contrast than the real subject. Skin tone must remain neutral and consistent on both faces. Avoid blue glass cast, hard sun stripes or artificial glow.

COLOUR & FINISH

Layered, intelligent and restrained. Soft tonal depth, accurate reflection physics, subtle film grain and print-quality realism. Use a cool-neutral environment balanced by warm, natural skin.

The final image should feel like a thoughtful editorial opener—not an AI effect.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

PORTRAIT 04

THE AFTER-HOURS FOUNDER PORTRAIT

The photograph of the business built in the cracks of a real life.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE AFTER-HOURS FOUNDER PORTRAIT

The photograph of the business built in the cracks of a real life.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Honour the founder who builds after paid work, family responsibilities, school runs, dinner and the ordinary weight of the day.

The image must not glorify exhaustion, hustle or sacrifice. It should show quiet commitment: the moment the house settles and the founder returns to something that belongs to them.

The emotional message is, 'This matters enough that I keep choosing it,' not 'I never stop working.'

ENVIRONMENT

A warm, lived-in home workspace after dusk: a corner of the dining table, compact home office, kitchen bench or small desk. Include one realistic sign of the day that has just happened—a closed school notebook, folded cardigan, mug, lunchbox placed aside or softly lit hallway—but keep it subtle.

Use warm domestic lamplight supported by faint blue evening light from a window. The environment should be tidy enough to focus, but not styled like a showroom. No luxury office, wall of awards, stacks of cash or contrived 'boss mum' props.

STYLING

Dress the subject in polished but comfortable after-hours clothing: soft knit, linen shirt, simple blouse, clean T-shirt with cardigan or relaxed tailoring. The subject should look like themselves at home on a capable evening.

Do not place the subject in pyjamas unless the reference and context specifically support it. Keep makeup, hair and accessories natural and faithful.

SUBJECT DIRECTION

Seat the subject at the workspace completing one focused action: reviewing a page, planning tomorrow's content, editing a product, writing in a notebook or reading a customer message.

The laptop or phone may be present but must not display invented interfaces, earnings or unreadable promotional text. Hands should perform a real action. Expression: tired enough to be human, but engaged, hopeful and steady—not overwhelmed.

The subject may glance toward the screen or look slightly beyond it as an idea forms. Avoid chin-in-hand fatigue poses, fake celebration or typing at an impossible angle.

CAMERA & COMPOSITION

Vertical 4:5 environmental portrait. Medium-wide framing from approximately 1.5 metres away, lens equivalent 50 mm, aperture f/2.8–f/3.5.

Frame through a subtle foreground edge such as a doorway or chair back to create the feeling of a quietly observed moment. Keep the face, hands and immediate work surface readable. No surveillance angle, extreme darkness or cinematic wide screen.

LIGHTING

Motivate the main light from a practical table lamp or warm overhead pendant, softened so the face remains natural. Add cool, low-level window light in the background for time-of-day contrast.

Protect skin tone from excessive orange. Preserve shadow detail and avoid a bright glowing screen on the face. The result should feel intimate, not moody or underexposed.

COLOUR & FINISH

Warm, honest and quietly aspirational. Cream, navy, timber and soft evening-blue palette. Fine natural grain, controlled highlights and realistic domestic texture.

The final image should recognise the real life around the business and make the subject feel proud rather than pitied.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

PORTRAIT 05

THE CLIENT'S-VIEW PORTRAIT

The photograph of what it feels like to be supported by you.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE CLIENT'S-VIEW PORTRAIT

The photograph of what it feels like to be supported by you.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

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PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

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CORE INTENT

Photograph the subject from the emotional point of view of a client sitting across from them.

The image should show attention, steadiness and trust being built in real time. It is not a meeting photograph populated with generic extras. The viewer occupies the client's position and should feel personally welcomed into the conversation.

The message is not 'I am impressive.' It is 'You will be heard here.'

ENVIRONMENT

A calm consultation or meeting setting appropriate to the subject's real business: small studio table, office meeting corner, home consultation space, quiet café booth or service room.

Use natural daylight, warm off-white surfaces, oak or dark timber, one notebook and one glass or ceramic cup if appropriate. Keep the table mostly clear. The client may be suggested only by a soft shoulder edge, hand or notebook in the extreme foreground; never show a competing identifiable face.

STYLING

Style the subject as they genuinely present to a valued client. Use timeless, approachable professional clothing rather than formal corporate costume. Restrained colour, natural fabric and minimal jewellery.

Preserve all real features and body proportions. The overall impression should be capable and warm, never overly polished or distant.

SUBJECT DIRECTION

Seat the subject opposite the implied client, leaning forward by only a few degrees with open shoulders.

Hands rest naturally on the table, hold a pen without writing, or gesture gently as part of a real conversation.

The subject looks toward the client positioned just beside or beneath the camera lens. Expression: attentive, calm and responsive, with a small natural warmth in the eyes. A subtle closed-mouth smile is acceptable if it matches the reference.

Do not pose the subject with folded arms, steepled fingers, exaggerated nodding or a sales-style grin.

CAMERA & COMPOSITION

Vertical 4:5 composition from the seated client's eye level. Medium portrait from waist or mid-torso upward. Lens equivalent 70–85 mm; aperture f/3.2.

Use a very soft foreground element to establish point of view without obstructing the subject. Keep both eyes sharp and hands readable. Leave enough surrounding environment to feel genuine. No wide-angle boardroom view and no camera placed unnaturally in the centre of the table.

LIGHTING

Large soft window light from one side, balanced with natural ambient fill. Gentle eye light is important, but it must come from the environment rather than a visible studio ring light.

Use soft contrast and accurate skin tone. Avoid glossy highlights, dark dramatic shadow or bright corporate-white lighting.

COLOUR & FINISH

Trustworthy, intimate and editorial. Warm-neutral colour, subtle depth, natural expression and print-ready detail.

The final photograph should make a prospective client imagine the experience of sitting with this person.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

THE MATERIALS PORTRAIT

The photograph of what your work is made from.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE MATERIALS PORTRAIT

The photograph of what your work is made from.

IDENTITY LOCK

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CORE INTENT

Build a portrait around the physical materials, tools or source elements that make the subject's work possible.

The materials provide evidence of a real practice. They should reveal process, standards and taste without turning the image into a product catalogue.

The subject remains central. The viewer should sense a relationship between the person and the material—familiarity, care and discernment.

ENVIRONMENT

Use a clean work surface within the subject's genuine environment. Select only three to five related materials or tools specific to the business: paper samples, textiles, ingredients, brushes, packaging components, printed plans, florals, camera equipment, treatment tools or product elements.

Arrange them as if paused during real work, not as a symmetrical flat lay. Include natural timber, stone, linen or matte metal only where appropriate. No unrelated luxury props, decorative books, fake spectacles, perfume bottles or excessive stationery.

STYLING

Clothing should connect quietly with the material palette without matching it artificially. Choose simple structure, natural texture and sleeves that allow hands to work clearly.

Do not add professional uniforms, aprons or tools unless they belong to the subject's actual practice. Keep all personal features faithful to the reference.

SUBJECT DIRECTION

Position the subject standing or seated at the work surface. They are selecting, comparing, aligning or inspecting one material with genuine concentration.

One hand may hold the key material while the other steadies or considers a second piece. Maintain anatomically accurate hands and correct object scale. The subject's face remains visible in three-quarter profile, gaze moving between the material and the work surface.

Expression: discerning, quietly absorbed and confident. No camera-facing presentation pose and no holding several objects up like advertisements.

CAMERA & COMPOSITION

Vertical 4:5 composition. Use a medium portrait with a slightly elevated camera position—no more than 10–15 degrees above eye level—to reveal the work surface while preserving the face.

Lens equivalent 50–70 mm; aperture f/4 to keep face, hands and key material legible. Build a clear visual triangle between face, hands and material. Avoid overhead flat-lay perspective or shallow focus that makes the work unreadable.

LIGHTING

Broad diffused daylight from the side or slightly behind, with gentle fill on the face. Let texture appear through soft directional shadow.

Colour accuracy is essential. Whites should remain neutral, natural materials believable and skin tone unaffected by nearby coloured objects.

COLOUR & FINISH

Tactile editorial realism with restrained composition, subtle tonal contrast and highly believable surface detail.

The final image should communicate standards and process—the invisible quality behind the finished work.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

PORTRAIT 07

THE WALKING-IN PORTRAIT

The photograph of authority that does not need to stand still.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE WALKING-IN PORTRAIT

The photograph of authority that does not need to stand still.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Capture the subject entering their working environment with natural forward movement and grounded presence.

This is not a fashion runway, power walk or dramatic CEO entrance. The energy comes from belonging: the subject moves through the space as someone who knows it, uses it and has work to do there.

The image should feel active, contemporary and assured while remaining recognisably human.

ENVIRONMENT

Choose a believable approach into the subject's workspace: studio corridor, shop entrance, consultation room, workshop aisle, office courtyard or quiet urban path leading to their place of work.

Use clean architectural lines, natural daylight and restrained depth. The environment must relate to the actual business. Avoid skyscraper lobbies, grand staircases, private jets, luxury cars or anonymous corporate hallways.

STYLING

Dress the subject in their authentic elevated workwear, allowing fabric to move naturally. A jacket, structured cardigan, linen shirt, dress, trousers or clean layered outfit may be used according to the reference.

Footwear must be realistic for the subject and location. Do not add stilettos, briefcases, sunglasses or status accessories unless they are genuinely part of the person's identity.

SUBJECT DIRECTION

Capture the subject mid-step walking toward and slightly past the camera's position. Their stride is moderate and natural; shoulders relaxed; arms moving gently. One hand may carry a slim notebook, work bag or actual tool relevant to the business.

The subject looks toward the destination just beyond the camera rather than directly into the lens. Expression: purposeful and settled, with no exaggerated smile or intense 'power' expression.

Keep legs, feet, hands and carried objects anatomically correct. Movement must look physically possible.

CAMERA & COMPOSITION

Vertical 4:5 full-length environmental portrait. Lens equivalent 50–70 mm. Camera at waist-to-chest height, positioned far enough away to avoid limb distortion. Shutter around 1/320 second to retain facial sharpness while allowing the smallest natural movement in fabric.

Compose with leading lines toward the subject and negative space in the direction of travel. Keep vertical architecture straight. No extreme low angle, Dutch tilt or artificial motion blur.

LIGHTING

Use open shade or diffused daylight with soft directional modelling. A gentle brighter area ahead may suggest destination without becoming symbolic or overexposed.

Maintain natural colour and sufficient detail in the clothing and environment. Avoid hard midday shadows, backlit silhouette or dramatic rim lighting.

COLOUR & FINISH

Clean, energetic and premium without looking commercial. Natural movement, crisp face, believable environment, restrained palette and subtle editorial grain.

The final photograph should feel like the subject was caught moving through a real working day at exactly the right moment.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

PORTRAIT 08

THE VOICE-NOTE PORTRAIT

The photograph of modern business happening in a human voice.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE VOICE-NOTE PORTRAIT

The photograph of modern business happening in a human voice.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Show the subject using a voice note as a genuine part of how they communicate, create, support clients or capture ideas.

The phone is a tool, not the hero. The photograph should feel current and recognisable without becoming a technology advertisement or staged 'woman with phone' stock image.

The emotional centre is immediacy: a useful thought being shared naturally, person to person.

ENVIRONMENT

Use a calm, real-world setting where the subject would plausibly record a voice note: beside a studio window, at a quiet desk, walking through a workspace, seated in a parked car with a neutral interior, or in a sheltered outdoor courtyard.

Keep background information restrained and business-relevant. No fake app screens, floating message graphics, oversized phone interface, neon studio or influencer bedroom setup.

STYLING

Style the subject in relaxed professional clothing that fits the chosen environment. Use natural fabric, a restrained brand-compatible palette and minimal accessories.

Phone model, case and scale must be believable. Do not add a luxury device or change the subject's hands, nails or jewellery.

SUBJECT DIRECTION

The subject holds the phone naturally 15–25 centimetres from the lower face, angled as a real person would when recording a voice note. The hand and fingers must wrap the device correctly without covering the entire face.

Capture the instant just after the subject begins speaking: lips relaxed in natural speech, eyes directed toward the middle distance as they formulate the thought. Expression: warm, intelligent and engaged.

The screen should face mostly away from camera or show only a simple, non-legible recording state. No invented conversation, readable private text or brand logo. Do not pose the subject smiling silently at the phone.

CAMERA & COMPOSITION

Vertical 4:5 medium portrait from waist or chest upward. Lens equivalent 70–85 mm; aperture f/2.8–f/3.5.

Photograph from a gentle three-quarter angle so face and phone gesture are clear. Keep the nearest eye sharp and the phone slightly secondary. Leave clean negative space for optional social copy without making the composition empty.

LIGHTING

Soft natural window light or open shade. Use gentle facial modelling and a clear catchlight that does not resemble a ring light.

Control phone reflections and maintain true skin colour. No glowing device light, blue cast or artificial coloured lighting.

COLOUR & FINISH

Contemporary, conversational and editorial. Natural speech expression, accurate technology, subtle depth and calm brand-ready colour.

The final image should make modern communication feel personal rather than performative.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

PORTRAIT 09

THE DECISION PORTRAIT

The photograph of the moment thought becomes leadership.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE DECISION PORTRAIT

The photograph of the moment thought becomes leadership.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Capture the exact pause in which the subject weighs information and reaches a clear decision.

The image must avoid the usual 'serious executive' clichés. Leadership is shown through attention and composure, not dominance, crossed arms or a severe expression.

The viewer should sense that the subject can hold complexity, choose deliberately and move forward.

ENVIRONMENT

Use a quiet working table, consultation desk or small meeting room with one decision-relevant document, notebook or printed plan. Keep all pages free of readable confidential information and invented business claims.

The setting should have natural daylight, warm neutral surfaces and minimal visual distraction. A closed laptop or simple tablet may sit to one side. No boardroom, wall of charts, stock-market screen, legal gavel or staged pile of reports.

STYLING

Use composed, authentic professional clothing with clean structure and soft texture. Navy, charcoal, cream, olive, camel or deep neutral tones work well.

Keep hair, makeup, accessories, age and body exactly consistent with the reference. The styling should support mental clarity rather than status.

SUBJECT DIRECTION

Seat the subject with one forearm resting naturally near the document and the other hand holding a pen lightly or touching the page edge. Hands remain open and relaxed.

The subject is not writing. They have paused and are looking slightly beyond the page, as though the answer has just become clear. Expression: focused, calm and resolved, with relaxed brow and jaw.

Avoid hand-on-chin thinker poses, steepled fingers, pointing, frowning or staring intensely at the camera.

CAMERA & COMPOSITION

Vertical 4:5 medium environmental portrait. Lens equivalent 70 mm; aperture around f/3.5. Camera at seated eye height and approximately 30 degrees from the front.

Show the subject, hands and one part of the decision material. Keep the page text abstract or out of readable focus. Use negative space sparingly and preserve a strong, balanced composition.

LIGHTING

Soft directional daylight across the face and work surface, with gentle shadow creating structure. A restrained practical lamp may appear in the background but must not dominate.

Keep highlights controlled, whites neutral and skin accurate. No dramatic spotlight, hard blinds pattern or dark 'power portrait' lighting.

COLOUR & FINISH

Clear, intelligent and composed. Moderate contrast, refined neutral palette, realistic paper and fabric texture, minimal retouching and subtle print grain.

The final image should portray decision-making as a quiet form of authority.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

THE SIGNATURE DETAIL PORTRAIT

The photograph of the small detail people remember.



THE PHOTOGRAPH THAT SHOWS THE PROMPT IN PRACTICE

THE SIGNATURE DETAIL PORTRAIT

The photograph of the small detail people remember.

IDENTITY LOCK

Use the uploaded reference photograph as the identity lock.

Preserve the subject's identity exactly. Do not change facial proportions, face shape, age, skin tone, body shape, body size, hairstyle, hair colour, eye colour, teeth, natural facial lines, freckles, scars or distinguishing features. Do not narrow the nose, enlarge the eyes, sharpen the jaw, lift the cheekbones, alter the smile, slim the body or create a more conventionally 'perfect' version of the subject.

Friends, family, clients and colleagues must recognise the subject immediately. The finished image must look like the same real person photographed on an exceptionally considered day—not a model, avatar or AI interpretation of them.

PRODUCTION STANDARD

Create an ultra-realistic editorial business portrait suitable for a premium printed publication and a high-end personal brand campaign.

Maintain natural skin texture, pores, fine lines, realistic hands, believable fabric texture and physically accurate light. Retouching must be minimal and editorial: correct temporary distractions only. Do not erase age, character or humanity.

The photograph must feel observed rather than manufactured. Nothing should appear theatrical, glossy, over-styled or generically 'luxury'. Every object must have a reason to be present.

CORE INTENT

Build a distinctive portrait around one genuine personal detail that belongs to the subject's identity or way of working.

The detail is not a prop selected to look interesting. It might be a well-used notebook, inherited ring, distinctive glasses, meaningful pen, favourite work apron, handwritten card, particular scarf, tactile tool or object carried every day.

The image should suggest that memorable brands are built from specific truth, not decoration.

ENVIRONMENT

Use a calm setting connected to the detail: desk edge, studio corner, workbench, dressing area before a client session or quiet architectural wall with a nearby surface.

Include no more than one signature object or wearable detail. Other elements remain subdued and functional. Use warm plaster, natural timber, linen or another authentic material appropriate to the subject. No luxury styling, jewellery spread, decorative florals or unrelated keepsakes.

STYLING

Dress the subject simply so the signature detail has visual meaning without becoming a costume. The colour palette should support the object rather than match it exactly.

If the detail is worn, it must sit naturally and preserve the subject's real appearance. If it is held, scale and hand contact must be physically accurate. Do not invent sentimental history or alter the object into a more expensive version.

SUBJECT DIRECTION

Place the subject in a natural interaction with the detail: fastening it, opening it, turning a familiar page, adjusting it before work or holding it briefly while thinking.

The subject's face remains clearly visible and primary. Their gaze may rest on the detail or lift just beyond the camera with a small, private warmth in the expression.

Avoid presenting the object toward the camera, pointing to it or posing as though endorsing a product. The detail should be discovered by the viewer.

CAMERA & COMPOSITION

Vertical 4:5 medium-close portrait. Lens equivalent 70–85 mm; aperture f/3.2–f/4 so both face and signature detail are readable.

Compose the face in the upper third and the detail within the lower or side third, creating a deliberate relationship between them. Keep proportions accurate and do not crop through hands, wrists or the key object.

LIGHTING

Soft directional window light with enough side definition to reveal the detail's surface and history. Use subtle fill to preserve the subject's face.

Maintain truthful colour and material. No sparkle effects, product spotlight or glossy commercial reflections.

COLOUR & FINISH

Personal, restrained and unmistakably specific. High tactile realism, natural skin, fine material detail and quiet editorial colour.

The final image should feel impossible to swap with a generic founder photograph because the detail belongs to this person alone.

NEGATIVE CONTROLS

No identity drift. No face reshaping. No age reduction. No body slimming. No enlarged eyes. No altered nose, lips, jawline or smile. No porcelain skin. No plastic skin. No excessive smoothing. No beauty filter. No glam retouching. No heavy makeup unless present in the reference. No false eyelashes unless present in the reference. No distorted hands. No extra fingers. No fused fingers. No duplicated limbs. No warped furniture. No floating objects. No illegible devices. No random text. No logos. No watermarks. No visual clutter. No fake office stock-photo energy. No exaggerated bokeh. No HDR. No neon colour cast. No orange-and-teal grading. No surreal light. No cinematic fog. No artificial lens flare. No excessive jewellery. No status props. No staged laughter. No influencer pose. No sexualised pose. No corporate handshake cliché.

OUTPUT

Vertical 4:5 portrait. Highest available resolution. Premium print-ready editorial realism. No typography, captions, logos, borders or watermarks inside the generated image.

END OF PROMPT

YOU HAVE THE PORTRAITS.

Now Build the System Around Them.

You no longer need another random photograph. You need a repeatable way to turn your ideas, offers and everyday business into content that looks and sounds like you.

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