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A FREE GUIDE



Your faceless *avatar*

How I build a woman who looks like the same person
in every single photo, without ever showing my face.

no face needed

@digital.withsaf

BEFORE WE START

Not a guru. A mum who *worked it out*.

I work part time, I have three kids, and I learn this in twenty minute pockets after bedtime. I started because my son was in a hospital bed and work asked whether I would be back the next day.

I do not show my face online. Not because I am hiding, but because I did not want my life, my kids and my quiet Tuesday evenings turned into content. So I built someone who could be the face instead.

Everything in this guide is what I actually do. Not what I read about. If it had not worked for me, it would not be in here.

WHAT THIS GUIDE IS

The exact method I use, with my real prompts, so you can build your own. It takes an evening, and there is nothing to buy at the end of it. If you already have a tool that makes images, you have everything you need.

Faceless does not mean *invisible*.

Most people hear faceless and picture a blank page with stock photos and no personality. That is not it at all.

Faceless means your face is not the thing carrying the brand. Your voice still is. Your story still is. What you know still is. You just do not have to get camera ready at 9pm, or worry about who from work is watching, or think about your kids appearing in something that lives online forever.

An avatar gives you a consistent visual presence. Someone people start to recognise in the feed. She sits at the kitchen table, she works in the evening, she looks like the life you are describing. And she is not you, so she costs you nothing to put online.

- You never film yourself
- Your children are never in shot
- Your home, your street and your workplace stay private
- You can make ten images on a Sunday and be set for a fortnight

By image six, she was a *different woman*.

This is where almost everyone gives up, and it is worth understanding before you generate anything.

When you write a fresh prompt each time, the tool builds a new person each time. The hijab is right, the kitchen is right, the mood is right. But the nose has changed. The jaw is narrower. She looks like the cousin of the woman in your last post.

It is called drift, and it is not you doing something wrong. It is what happens when nothing is holding the face in place.

I lost weeks to this. I kept rewriting the description in more and more detail, thinking the problem was that I had not been specific enough. It was not. More words did not fix it, and it is not fixable at the prompt level at all.

THE WHOLE IDEA

You do not describe her every time. You describe her once, keep four images of her, and show one of those images to the tool for everything you make afterwards.

Five steps. One evening.

01 Collect the look, not the face

Find images that show the lighting, styling and mood you want. You are borrowing the atmosphere, never the person.

02 Write the master prompt

Get ChatGPT to turn that look into one detailed description of a woman who does not exist. This becomes your specification.

03 Generate the master image

One clean portrait. This is the face everything else is measured against.

04 Lock her with four angles

Front, three quarter, left and right. These four images are the most valuable thing you will make.

05 Reference her, every single time

Every image afterwards starts from one of those four, plus one specific line.

Steps one to four happen once. Step five is what you do forever after, and it takes about two minutes per image.

STEP 01

Collect the look, *not the face*.

Go to Pinterest and save eight or ten images that feel like the brand you want. Pay attention to the light, the colours, the way the fabric falls, how the room is styled, whether it feels warm or crisp.

Now the important part, and I want to be straight with you about it.

PLEASE READ THIS BIT

Do not ask an AI to recreate the person in a photo you found. That is very likely a real woman who never agreed to be the face of anyone's business, and the photo belongs to whoever took it. It is also traceable straight back to her.

So use those images for the atmosphere only. Then have your avatar's face written in words, from scratch. Nobody owns a description.

You gain from doing it this way. A described face is properly yours, it cannot be reverse searched back to a stranger, and because it lives as text you can rebuild her in any tool, years from now, exactly as she was.

STEP 02

Write the *master prompt*.

Open ChatGPT. Describe the atmosphere you collected and ask it to write one detailed portrait prompt for a woman who does not exist. Give it the age range, the modesty requirements, the colour palette and the feeling, and ask it to invent the features.

I built the woman below from scratch while writing this guide, to show you it is a method rather than a one off. Here is the prompt, exactly as I typed it.

THE MASTER PROMPT

Ultra-realistic cinematic beauty portrait of a woman in her early thirties wearing a beige hijab, facing the camera straight on, head and shoulders, squared to the lens, eyes looking directly into the camera, neutral relaxed expression with the mouth closed, hazel eyes, tan skin tone, oval face, realistic skin texture, visible pores, natural complexion, defined jawline, soft cheeks with a subtle dimple on the left cheek, soft arched brows, soft neutral makeup with subtle bronzed eyelids and neutral glossy lips, slim build, wearing soft flowy neutral-coloured fabric, standing against a plain seamless sand-beige studio backdrop, soft even studio daylight, no props, no furniture, even light across the face with no heavy shadow, lifestyle realism, cinematic look, shallow depth of field, backdrop softly defocused, high-end luxury aesthetic.



Look how specific the face is. The dimple. The oval face. The arched brows. That detail is what makes her a particular person rather than a generic pretty woman.

Save this prompt somewhere safe. It is her birth certificate. If you ever need to rebuild her, it is the only thing you truly need.

WHAT IT MADE

STEPS 03 AND 04

Generate her, then *lock her*.

Run the master prompt and keep generating until one of them feels right. Do not settle here. You will be looking at this face for a very long time.

Then, from that one image, generate three more angles. Front, three quarter, left profile and right profile. These four are your reference set.



MASTER



THREE QUARTER



LEFT



RIGHT

Four angles, not one, because the tool needs to understand her in three dimensions. Give it only a front portrait and it has to guess at her side, and a guess is exactly where drift creeps back in.

That is the same woman four times. Same backdrop, same light, same hijab. Only the angle changed, because that is the only thing the prompt was allowed to change.

Put these four in their own folder called Master. Do not bury them in your camera roll. You will open this folder every time you make anything.

The three you generate *from her*.

Upload your master image as the reference, then run these one at a time. Change nothing but the angle. Same backdrop, same light, same hijab, same everything.

THREE QUARTER

Same woman from the reference image, exact facial identity and recognisable features preserved. Head and shoulders, turned three quarters towards the camera, eyes looking into the lens, neutral relaxed expression with the mouth closed. Same beige hijab, same plain seamless sand-beige studio backdrop, same soft even studio daylight, no props. Only the angle has changed.

LEFT PROFILE

Same woman from the reference image, exact facial identity and recognisable features preserved. Head and shoulders, turned to show her left side, full profile, looking straight ahead rather than at the camera, neutral relaxed expression with the mouth closed. Same beige hijab, same plain seamless sand-beige studio backdrop, same soft even studio daylight, no props. Only the angle has changed.

RIGHT PROFILE

Same woman from the reference image, exact facial identity and recognisable features preserved. Head and shoulders, turned to show her right side, full profile, looking straight ahead rather than at the camera, neutral relaxed expression with the mouth closed. Same beige hijab, same plain seamless sand-beige studio backdrop, same soft even studio daylight, no props. Only the angle has changed.

NEGATIVE FIELD, KEPT SEPARATE

text, watermark, plastic skin, exaggerated posing, extra fingers

If an angle comes back looking like her cousin, do not rewrite the prompt. Regenerate it. The reference image is doing the work, and the same prompt lands differently on the next run.

STEP 05

Every image after that.

This is the whole routine now. Pick whichever of your four angles is closest to the pose you want, upload it as the reference, and start your prompt with one specific line.

THE LINE THAT DOES THE WORK

Same woman from the reference image, exact facial identity and recognisable features preserved.

Then describe only what has changed. The room. What she is doing. The outfit. The light. Never describe her face again. You already did that once, and the reference image is saying it better than words can.



Same woman, months later, from the same four references.

A FULL EXAMPLE

One of my *real* prompts.

Reference image attached, one of the four. Then this.

FOLLOW ON PROMPT

Same woman from the reference image, exact facial identity and recognisable features preserved.

Seated at a kitchen table in a lived-in family kitchen, writing in an open notebook. Phone and laptop beside her, a few dishes pushed to one side. Relaxed posture, calm focused expression, looking down at the notebook.

Full soft beige hijab, no hair, ears or neck visible, elegant beige modest outfit.

Warm morning sunlight through the window, gentle highlights and soft shadows. Cream, beige and warm wood tones.

Candid personal-brand lifestyle photography, 50mm, shallow depth of field, realistic skin texture, editorial composition.

NEGATIVE FIELD, KEPT SEPARATE

text, watermark, plastic skin, exaggerated posing, extra fingers

Notice the shape. Identity, then scene, then wardrobe, then light, then the photography style. Same order every time. Once you have the shape, writing a new one takes a minute.

THE MISTAKE EVERYONE MAKES

Write *less*, not more.

When an image comes out wrong, the instinct is to add more words. It almost always makes things worse. Here is a line from an earlier version of my own prompt.

BEFORE

a few family dishes and everyday items have been casually pushed to one side, creating an authentic busy-family-home atmosphere

AFTER

a few dishes pushed to one side

The tool cannot act on "creating an authentic atmosphere". It is not a thing that can be drawn. All those extra words do is dilute the instructions that can be.

Three more that are worth knowing

- Do not stack quality words. Ultra-realistic, highly detailed, photorealistic and 8K all fighting each other is worse than picking one.
- Keep negatives out of the prompt body and in the negative field, if your tool has one.
- Change one thing at a time. If you change the room, the outfit and the light together, you will never know which one broke it.

NOW YOU HAVE HER

What to actually *post*.

An avatar is not content. She is the wallpaper the content sits on. So make a small batch and stop, rather than generating forty images you never use.

Ten images will carry you a fortnight. Aim for a spread like this.

Working

Laptop at the kitchen table. Notebook.
Phone in hand on the sofa. The evening
ones matter most, they are the honest
hours.

Living

Kettle on. Folding washing. Standing at
the window. These stop the page looking
like a brochure.

Still

One or two calm portraits with space
around her, for the posts that carry a
quote or a reminder.

Warm

One where she is genuinely smiling. You
will want it more often than you expect.

Keep the palette tight. Same three or four colours across every image, and the grid will look designed rather than assembled, even in the first month.

Start small. Take *one step*.

Do not try to do all five steps tonight. Write the master prompt, and stop there. That is a real evening's work and everything else follows from it.

Your rizq is already written. Nothing you build online changes what is meant for you. Learning a skill just means you are ready when it comes, and that is reason enough to spend twenty quiet minutes on it.

I use Higgsfield for my images, on a paid plan, and the woman in this guide was built there while I was writing it. You do not need that to start. The master prompt and the four angles work in whatever tool you already have, and you can move her later.

IF YOU WOULD RATHER NOT DO IT YOURSELF

Send me a DM on Instagram at [@digital.withsaf](https://www.instagram.com/digital.withsaf) with a few lines describing the woman you have in mind, and I will build your master image, the one every later picture is measured against.

It is free. What you get is the foundation: her face, done properly, so you are not fighting the drift on day one. The three angle prompts on page 9 turn her into your full reference set in about ten minutes, and after that she is yours. The styling, the setting, the mood, whatever your brand needs. I do a handful of these each week.

In shaa Allah ♥