One product photo, eight campaign shots

The exact way I do it. One product photo, one sitting, a full campaign set.



The original phone photo

→



One of the eight

1 photo of the dress, 8 campaign shots, RM7

The results

Every photo below came from one product photo, using the same guide.

Baju kurung



One photo of the dress on a hanger, eight campaign shots. Cost RM7.

Kek lapis



The first frame is the phone photo. Eight photos and two short videos. Cost RM14.

What is inside

What you get

Before you start

Step 1: Connect fal to Claude

Step 2: Pick a model, upload your product

Step 3: Set your master prompt

Step 4: Use Malaysian scenes

Step 5: Let Claude write 8 prompts

Step 6: Generate all 8 at once

Step 7: Turn them into videos

Step 8: Add text in Canva

Cost in RM

Full example: kek lapis

What to post next

Prompt library

In short

Campaign Kit, RM99

This is the exact way I do it. One good photo of your product, one sitting on your phone or laptop, and you walk away with eight matching photos and two short videos. No photographer. No studio rental. No design skills.

I wrote this for people like my mum, a tailor. Kedai owners. Boutique baju kurung and tudung sellers. Kek and kuih home bakers. Salons. Tuition centres. If you can take a photo of your product on a table, you can do this.

Budget is about RM10 to RM15 of credits for the whole set.

What you get

- The fal connector working inside Claude, so you can reach image and video models from one chat
- A master prompt that locks your look, so all eight photos feel like one shoot
- Eight product photos in Malaysian settings, not generic American studio shots
- Two short videos made from your two best photos
- One set you reuse every month by changing the words, not by generating again
- Your own words on top, done in Canva or CapCut, still editable later

Before you start

- Claude open on your phone browser, your laptop browser, or the Claude app, signed in
- A fal account at fal.ai, with a small top up. No subscription, you pay per generation
- One clean photo of your product. Phone camera is fine. Plain table, plain wall, good window light, no clutter
- Optional: one reference photo of the look you want, if you already have a picture you like
- Canva or CapCut on your phone, free version is enough

One tip before anything else. The whole thing rises and falls on your product photo. Wipe the product. Put it near a window. Switch off the yellow ceiling light. Take it from the front and from a slight angle. Pick the sharpest one.

Step 1: Connect fal to Claude

You only do this once.

1. Open Claude and go to Customize, then Connectors
2. Click Add, then choose Add custom connector
3. Name it fal, and paste this server URL: `https://mcp.fal.ai/mcp-relay`
4. Click Continue, look at the OAuth settings, click Continue again
5. Choose Sign in now, then Register automatically, click Add, and finish the sign in in the browser window that opens
6. Start a new chat, open the plus menu, choose Connectors, and switch on fal
7. Top up a little credit on fal

To check it is alive, paste this into a new chat:

```
Use the fal connector and list the image and video models you can reach.
Group them by type. Tell me which ones can edit an image using my uploaded photo as a
reference, and which ones can turn an image into a video.
```

If you use Claude Code in the terminal instead, that works too. Add the same server URL as an MCP server there and the steps after this are identical.

Step 2: Pick a model, upload your product

You do not pick a model from a dropdown. You just say the name in your message.

I use Nano Banana Pro edit for the photos, because it takes my product photo as a reference and keeps the product looking like the real thing. I use Seedance for the videos, image to video.

Upload your product photo and paste this:

```
For this project, use fal. Use Nano Banana Pro edit for every image, and Seedance for every
video.
Default image size: 4:5 vertical, highest resolution available.

I have attached one photo:
1. [PRODUCT]: my real product. It must appear exactly like this in every shot.

Use this photo as a reference for every single generation. Keep the shape, the colour, the
texture, the packaging and the label accurate. Do not redesign my product.
```

If a person needs to be in the shot, say so here, and say who:

```
When a person is needed, use a Malaysian Malay woman in her late twenties, modern baju kurung
in a soft plain colour, light natural makeup, warm and relaxed. Hands and face must look
natural.
```

Step 3: Set your master prompt

The master prompt is the part that never changes. Light, background, camera, colour, mood, and what you do not want. Only the angle and the framing change from shot to shot. That is the whole trick behind a set that looks like one photoshoot instead of eight random pictures.

If you already have one photo you love, upload it and have Claude read the look first. Then have it write that look back as one paragraph: light, background, camera, colour, mood. That paragraph is your master prompt. Lock it and use it on every shot.

The full master prompt is in the Campaign Kit. Finished master prompts and negative prompts for clothing, kek and kuih, salon and kedai. https://ezflowlabz.com/guide/campaign/#kit

Step 4: Use Malaysian scenes

This is where most people go wrong. They let the AI decide the background, and they end up with a marble kitchen in California. Your customer does not live there. Your customer wants to see your product somewhere they recognise.

So you name the place yourself. List six places your customer knows, one per line, then say which places you do not want. No foreign supermarket shelves, no farmhouse kitchens, no snow.

The Malaysian scene list is in the Campaign Kit. 30 named scenes written as copy ready prompt lines. Penang shophouse stairs, the Melaka five foot way, a padi bund at golden hour, a KL rooftop, pasar malam, a kopitiam, a Klang shoplot counter. https://ezflowlabz.com/guide/campaign/#kit

Step 5: Let Claude write 8 prompts

You give a short shot list. Claude fills each one into the master prompt. You do not write eight long prompts by hand. One shot per line: angle, framing, place. Ask to see all eight prompts before anything is generated.

The full shot list is in the Campaign Kit. Eight tested shots for each kind of business, with the order to paste them in. https://ezflowlabz.com/guide/campaign/#kit

Read them once. If one is off, fix only that one:

```
Prompt 4 is wrong. The background should be a kampung verandah, not a studio. Rewrite only
prompt 4.
```

Step 6: Generate all 8 at once

fal runs the jobs at the same time, so you are not waiting in a queue eight times. The whole set lands in your chat.

```
Looks good. Generate all eight prompts now with Nano Banana Pro edit on fal, in parallel, 4:5
vertical, highest resolution, using my product photo as the reference for each one.
When they are done, show them in the chat and give me a numbered list with a short name and
the download link for each image.
```

Want more of a favourite:

```
Generate 3 more variations of image [number] with the same prompt, same reference and same
settings, in parallel.
```

Download all of them to your phone. Keep the ones you like, delete the rest. Expect to keep five or six out of eight. That is normal.

Step 7: Turn them into videos

Use your chosen image as the first frame. The video then carries the same look as the photo. Pick two images, hand Seedance each one as the first frame, and ask for one small movement. Have Claude show you the motion prompts before it generates.

The motion prompts are in the Campaign Kit. Two motion prompts per pack, including the ones behind the two kek lapis videos in this guide. https://ezflowlabz.com/guide/campaign/#kit

Keep the motion small. Big movement is where AI video starts to look wrong. A slow push in on a kek lapis is more convincing than a chef flipping a pan.

Step 8: Add text in Canva

This is the step everyone skips, and it is the one that makes your post look professional.

Never ask the AI to write text inside the picture. AI spelling comes out broken. It will give you "Kek Lapis Sarwak" or "RM 3O" or letters that are not letters. Even when it looks right at a glance, zoom in and it is wrong. Malay words come out worse than English ones.

So you leave the picture clean and you add the words yourself.

- Open Canva, pick Instagram Post or Story size, drop the image in
- Add your headline, your price, your WhatsApp number, your logo
- For the videos, do the same in CapCut: image or video in, text on top
- Save the Canva file

Why this is better. Your headline stays editable. Next week the price changes, Raya comes, you run a promo, you open the same file and retype one line. You do not regenerate anything. You do not pay again. One campaign set can carry you through months of posts because only the text on top changes.

When you ask for the images, add this line so nothing is baked in:

```
No text, no words, no logos, no price tags, no watermarks anywhere in the image. Leave clean empty space at the top for me to add my own headline later.
```

Cost in RM

- One image: around RM0.70
- One short video, 5 seconds: around RM2 to RM5, depending on the model and length
- A full campaign of 8 images plus 2 videos: around RM10 to RM15
- Add a few extra ringgit for the shots you throw away. Everyone throws some away

Top up USD 5 on fal to start. That is enough for your first two or three campaigns. There is no monthly subscription, and nothing is charged when you are not generating.

Compare that to one product shoot. You know the number.

Full example: kek lapis

Let us say your brand is Kek Lapis Mak Timah. You bake at home in Kuching and sell on WhatsApp and Instagram. You have one photo: a whole kek lapis on a white plate on your kitchen table, taken near the window.

The eight shots: the kedai counter, a Raya open house table, one slice on a small plate, a flat lay on a dark wooden table, a rattan tray on a kampung verandah, a hand holding one slice, a cafe table beside a kopi, an extreme close up of the cut edge. All eight run on the same master prompt, only the angle and the place change.

Every kek lapis prompt is in the Campaign Kit. The shot list, the master prompt, the negative prompt and the two motion prompts that actually made the set in this guide. The clothing pack is the same. https://ezflowlabz.com/guide/campaign/#kit

What to post next

Take image 2 and image 3 into Canva. On image 2 you write "Kek Lapis Raya, order sekarang" with your WhatsApp number. On image 3 you write the flavour name and the price. Take the two videos into CapCut, add a one line text at the top, export. That is one week of content from one afternoon.

Next month, same Canva file, new text, new price. You do not regenerate anything.

Prompt library

This guide already gives you the prompts to connect, upload your product, generate all eight at once and fix one shot. The rest I collected into the kit.

The prompt library is in the Campaign Kit. Each one comes with the placeholders in [brackets], so you only fill in your product name.

- Product only, no people
- When you need a person in the shot
- Clothing and tudung sellers
- Reverse engineer a look you like
- Save the set for next month
- Resize for every platform
- Fix it: wrong colour, odd hands, a scene that looks foreign, text baked into the picture

Get the kit at https://ezflowlabz.com/guide/campaign/#kit

In short

Connect fal to Claude once. Upload one clean product photo. Name Nano Banana Pro edit for images and Seedance for video. Lock a master prompt so every shot shares one look. Name your Malaysian settings so the product sits somewhere your customer knows. Give Claude a short shot list and let it write the eight prompts. Generate all eight at once, pick your best two, turn them into short videos. Then put your words on top in Canva or CapCut, never inside the picture, so your headline stays yours to edit.

One sitting. About RM10 to RM15. Enough content for the month.

Campaign Kit, RM99

Every prompt in this guide, the full version, ready to paste.

- Master prompt and shot list for clothing, kek and kuih, salon, kedai
- A negative prompt for every pack
- 30 Malaysian scenes written as prompt lines
- A ready made Claude skill, just upload it
- Free updates

Pay once, the link lands straight away. No subscription. Get it at https://ezflowlabz.com/guide/campaign/#kit

Any question, WhatsApp me.

Want me to set this up for your business?

Send me a WhatsApp message. I look at your product, set up fal inside Claude, write the master prompt for your brand, and then you run it yourself.

WhatsApp me

TIKTOK	THREADS	INSTAGRAM
@azrul.ezflow	@azrul.ezflow	@azrulezflow

Azrul Taha, founder, EZ FLOW LABZ
Read it online at ezflowlabz.com/guide/campaign