

# Your Proprietary Idea-to-Publish System

## A Customized AI Prompting Workflow for Higgsfield Content Creators

*Customized for Leah Suter by Melissa AF Harmon, Owner, Melissa AF Harmon Creative*

## Introduction: The Proprietary Upgrade

This guide builds directly upon the **Four-Step Flow** provided in your initial "Idea-to-Publish System" document. While that guide established your foundation, this upgrade hones in on your specific tool (**Higgsfield.ai**), your specific products (**Prompt Packs**), and your specific roadblock (**Idea-to-Publish overwhelm**).

We are moving past generic drafting and into a partnership where the AI acts as a high-end marketing assistant. By feeding the model the technical nuances of your art tool and the emotional resonance of your audience, you ensure that every output feels like a natural extension of your brand, rather than a robotic imitation. This system is designed to reclaim your time while magnifying your unique "girl-to-girl" influence.

## Phase 1: The 5-Pillar Strategy Engine

Leah, you mentioned having two pillars. To eliminate "searching" for ideas and to ensure you are hitting every stage of your customer's journey, we have rounded out your strategy to five distinct "buckets." Rotate through these to keep your feed fresh, high-value, and strategically balanced:

1. **Prompting Tips:** Quick "aha!" moments that make Higgsfield feel accessible. Focus on the "little wins" like achieving the perfect natural lighting or mastering the secret to fluid movement in AI video. This builds your authority as the go-to expert.
2. **AI Influencer Imagery:** Showcasing the high-end, aspirational results possible with your prompt packs. This is your visual proof; use it to show your audience that they don't just get a prompt—they get a lifestyle and a brand aesthetic that stops the scroll.
3. **The Digital Glow-Up (Side-Hustle):** Empowering your community to monetize their AI art skills. Discuss the economic implications of mastering this tech, from selling digital prints to offering content creation services. This turns your product from a "hobby tool" into an "income engine."
4. **Behind the Prompt (Technical BTS):** Showing specific Higgsfield features (Motion, Realistic styles) to demystify the tech. Pull back the curtain on the "messy middle" of creation. This transparency builds deep "know, like, and trust" with your followers.
5. **Tech-Care is Self-Care:** How Higgsfield automation saves time, allowing Black women to focus on their joy instead of the "hustle." Frame the technology as a boundary-setter. By automating the technical heavy lifting, you're reclaiming hours for rest, family, and creativity.

## Phase 2: The "Vision-First" Higgsfield Master Prompt

This is the heart of your workflow. It solves the "time-suck" of writing hooks and captions while ensuring your Higgsfield art prompts are technically formatted for immediate use. The goal here is to bridge the gap between your creative imagination and the AI's mathematical processing.

**How to use:** Paste your "Tone Example" from the previous guide first, then run this prompt.

Act as my high-end AI Art Marketing Assistant. I need content for a new Instagram post targeting Black millennial women. We are focusing on my [Insert Pillar Name] and selling my Higgsfield Prompt Packs.

**\*\*The Visual Vision:\*\*** [Describe exactly what you see. Don't just list objects; describe the mood, the lighting (e.g., 'golden hour glow'), the subject's expression (e.g., 'confident and serene'), and the overall 'girl-to-girl' vibe].

**\*\*Technical Specs:\*\*** I am using the [Insert Higgsfield Feature, e.g., 'Motion' or 'Realistic'] feature on Higgsfield.ai.

**\*\*Please provide the response in these two separate code blocks for easy copy/paste:\*\***

- \*\*Higgsfield Art Prompt Block:\*\*** Translate my 'Visual Vision' into a single-string technical prompt optimized for the [Insert Feature] feature on Higgsfield.ai. Ensure it includes specific descriptors for rich melanated skin tones, natural 4c hair textures, and vibrant, modern aesthetics.
- \*\*Instagram Caption Block:\*\*** Write a warm, supportive 'girl-to-girl' caption. Start with a relatable hook, bridge it to a common prompting frustration, and end with a natural call-to-action for my Higgsfield packs. Include emojis and clean spacing.

## Phase 3: Leading by Example (Tone & Flow)

To ensure the AI captures your specific rhythm and avoids sounding like a generic corporate ad, use these references. These examples demonstrate how to weave technical advice into a warm, supportive conversation:

### Example 1: The Prompting Tip Pillar

**Hook:** Sis, if I see one more 'plastic-looking' AI hand, I'm gonna scream! 😂

**Body:** We've all been there—you have this beautiful vision in your head, but the AI just isn't getting the memo. I used to spend hours fighting with my prompts until I figured out this one Higgsfield trick for texture. It's all about how you describe the 'skin grain' rather than just saying 'realistic.'

**CTA:** I've actually pre-loaded these exact settings into my new Higgsfield Starter Pack. Grab it at the link in my bio and let's get those visuals looking professional! ✨

## Example 2: The AI Influencer Imagery Pillar

**Hook:** I wanted to see myself in a world that felt like a luxury vacation... so I built it. 🌴

**Body:** There is something so powerful about creating imagery that actually looks like US. I'm obsessed with how Higgsfield handles lighting on melanated skin—it's a total game-changer for your brand aesthetic. You don't need a plane ticket to start manifesting that CEO energy.

**CTA:** Want the 'secret sauce' for this look? My Influencer Imagery pack has all the prompts I used for this series. Link in bio! 💖

## Phase 4: The "Perfect Post" Production Bridge

You mentioned that "Talking Head" videos are the "best" but too overwhelming to produce consistently. This prompt creates the bridge: a **Voiceover/Screenshare Script**. This allows you to provide the human connection of your voice while the visuals focus on the Higgsfield app or your finished art. It's high-impact without the "on-camera" stress.

### The Scripting Prompt:

"Using the Instagram caption we just generated, write a 30-second script for a casual voiceover. It should sound like a warm voice note to a best friend—full of encouragement and 'I got you' energy. Include 'Visual Cues' for where I should show a screenshare of the Higgsfield interface or a specific AI-generated image from my Influencer pack to highlight the tip we're discussing."

## Phase 5: The Final Quality & Bias Audit

As noted in Step 3 of your initial guide, AI training data has significant gaps and inherent biases. This phase is non-negotiable for maintaining your brand's integrity and ensuring your

community feels seen and respected. Run this quick check to ensure your standards are met:

**The Audit Prompt:**

"Review the caption and art prompt you just wrote. Does the art prompt explicitly prioritize afrocentric features, diverse natural hair, and rich, deep complexions? Does the caption sound like a genuine personal recommendation from a friend, or does it slip into 'pushy salesperson' mode? Rephrase anything that feels robotic, biased, or lacks the warm, inclusive 'girl-to-girl' conversation style we've established."

## Final Pro-Tip for Efficiency

**Batch for Conversion:** Decision fatigue is the enemy of consistency. Sit down once a week for a "Power Hour." Choose one specific idea for each of the 5 pillars. Run them through the **Master Prompt** in Phase 2 back-to-back. By the end of the hour, you will have 5 art prompts and 5 captions ready to go, allowing you to stay present in your business while your content works for you in the background.

**Melissa AF Harmon Creative | Empowerment through Precision**