

Stop AI Face Drift

3 persona-lock prompts from the 140-prompt vault

The face “drifts” a little more with every new AI generation — until post #12 doesn't look like post #1. That isn't a prompting-skill problem. Most prompts simply aren't built to hold one face together across dozens of generations.

The persona-lock formula

Every prompt below reuses the exact same [PERSONA] description — word for word — instead of rewording it each time. That single habit is the biggest lever for consistency. Write your persona once (age, features, style — two or three sentences is plenty), then paste it in wherever you see [PERSONA].

Three prompts to try right now

01 · STUDIO PORTRAIT · PERSONA-LOCK BASE

[PERSONA], studio portrait, soft three-point lighting, plain neutral backdrop, direct eye contact, relaxed natural expression, shot on 85mm lens, shallow depth of field, high detail skin texture, no retouching artifacts.

02 · PRODUCT HOLD · UGC AD FORMAT

[PERSONA] holding [PRODUCT] at chest height, standing in a bright kitchen, casual UGC-style framing, slightly off-center composition, natural handheld phone-camera look, genuine smile, soft daylight from a window to the left.

03 · FACELESS HOOK · CURIOSITY GAP

“Nobody tells you this about [TOPIC] until it's too late — here's what actually happens.” Pair with on-screen text in bold sans-serif, high contrast, first three words in a different colour as a pattern interrupt.

These three come from the same eight categories as the full vault: photos, UGC video, outfit switches, product ads, expression sheets, cinematic B-roll, faceless hooks and thumbnail covers.

Want all 140+ prompts?

The full vault, the Master Key (20 bonus prompts), the Face Consistency Cheat Sheet, 5 Income Taps, and the Persona Engine Claude Skill that keeps writing new on-formula prompts for you.

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