

COMMAND LIST

ChatGPT image & content commands

Ninety-five commands in eight groups. Upload the photo, type one word, send.

- 1 Open ChatGPT
- 2 Upload the image
- 3 Type the command
- 4 Send

For commands that need no image (the content and strategy groups) just type the command.

95 COMMANDS

PRODUCT & AD VISUALS

Upload a product photo, type the command.

1	/billboard	Puts the product on a real out-of-home billboard in a city
2	/3dbillboard	A 3D billboard the product breaks out of
3	/productad	Turns a dull catalogue shot into a warm, well-lit product ad
4	/adcreative	Ad design built from a tagline, the product and your brand colours
5	/luxuryad	Ad visual in a luxury-brand aesthetic
6	/metaad	Vertical Facebook/Instagram ad — headline, subhead, CTA button
7	/premiumshowcase	Premium product shot: dark set, bokeh light, water drops
8	/studio	Turns any photo into a professional studio shot
9	/macroshot	Extreme close-up of the product's texture and detail
10	/floatingproduct	Floats the product in mid-air in an inventive scene
11	/productbundle	Flat-lay set of product, box and accessories
12	/packaging	Premium packaging design concepts
13	/mockup	Places a design on a realistic product mockup (mug, tee, box)
14	/poster	Turns an idea into a poster concept
15	/brandkit	A full visual brand direction: mood, colour palette, fonts

PRODUCT REVEAL EFFECTS

Same idea throughout: the product emerges from an effect.

16	/smokereveal	Cinematic product reveal out of smoke
17	/neonreveal	Product reveal with a neon light ring
18	/waterreveal	Reveal with water and splash effects
19	/firereveal	Dramatic fire-based reveal
20	/glassreveal	Reveal through shattering glass
21	/fabricreveal	The product emerges from under flowing fabric
22	/portalreveal	The product arrives through a portal
23	/logoreveal	Dramatic brand logo reveal
24	/logoanimation	Logo animation concept

TECHNICAL & EXPLANATORY VISUALS

25	/explodedview	Exploded view — every part separated and labelled, technical diagram
26	/anatomy	Anatomy diagram — each layer marked with an arrow and a label
27	/xray	X-ray view — the inner skeleton and structure become visible
28	/360view	Nine-angle product grid: front, side, back, top, bottom
29	/droneview	Bird's-eye / drone shot — layout and scale become readable

PHOTO ENHANCEMENT

Upload your own phone photo.

30	/proshot	Makes a phone snapshot look like a professional photo
31	/cinematic	Cinematic colour, contrast and light
32	/goldenhour	Golden-hour light — sunset tones
33	/fog	Adds fog and a hazy atmosphere to the scene
34	/longexposure	Long exposure — silky water, light trails
35	/oldphoto	Restores an old, damaged or blurry photo
36	/upscale	Raises resolution and sharpness
37	/headshot	Turns a casual photo into a professional headshot
38	/backgroundremove	Removes the background cleanly
39	/backgroundswap	Replaces the background with the scene you want

PORTRAIT & EDITORIAL STYLES

Upload a selfie, pick a style.

40	/coverstory	Magazine-cover look
41	/glamportrait	Glam, well-lit portrait
42	/coolgirleditorial	Editorial fashion-shoot feel
43	/off-dutymodel	"Off-duty model" — relaxed luxury lifestyle frame
44	/thoughtleader	Office / leadership portrait: bookshelf, laptop, corporate set
45	/genzstudent	Young student lifestyle scene
46	/doubleexposureviral	Double exposure — face and landscape woven together
47	/bts	Behind-the-scenes look: set, lights, clapperboard
48	/aerobicos80s	80s fitness-star aesthetic

THUMBNAILS & SOCIAL VISUALS

49	/thumbnail	A YouTube thumbnail built for click-through
50	/pointingthumbnail	The classic pointing-finger thumbnail
51	/bigfacethumbnail	Big-face-focused thumbnail
52	/conceptthumbnail	One strong thumbnail concept
53	/thumbnailvariations	Several thumbnail variants for the same content
54	/designcarousel	Designs polished 4:5 carousel slides
55	/designslides	16:9 presentation slide visuals
56	/visualise	Turns ideas into charts and visuals
57	/noslop	Strips the generic "AI-looking" design feel
58	/storyboard	Turns a script into a shot-by-shot visual storyboard
59	/broll	B-roll visual ideas that fit your content

CONTENT & COPY

No image needed — just type the command.

60	/carousel	Breaks a topic into slide-by-slide carousel content
61	/storycarousel	A carousel that moves as a story
62	/reelscript	Reel script for short video
63	/viralreel	A reel optimised for retention and engagement
64	/facelessreel	Reel script and visuals you can shoot without showing your face
65	/caption	Writes the post caption
66	/cta	Produces a stronger call to action
67	/hookgenerator	Scroll-stopping opening lines for any topic
68	/viralhook	Turns a weak opening into a viral one
69	/shorten	Shortens the text and makes it land
70	/humanize	Turns AI-sounding copy into natural human language
71	/story	Turns information into a story
72	/controversial	Finds an angle that sparks debate but stays safe
73	/fomo	Rewrites the idea through fear of missing out
74	/curiosity	Builds curiosity without giving the answer away
75	/remix	Opens one idea into several content variants
76	/repurpose	Adapts a piece of content into other formats
77	/contentideas	Produces a quick list of content ideas
78	/viralangles	Finds stronger angles on the same topic
79	/linkedin	Adapts the content to LinkedIn's register
80	/instagram	Adapts the content to Instagram's register
81	/xthread	Turns the idea into an X (Twitter) thread
82	/youtube	Turns the topic into a YouTube video script
83	/adcopy	Performance-focused ad copy
84	/contentmachine	A week's content calendar from a single idea
85	/presentation	Breaks the content into a slide-by-slide deck
86	/executivedeck	A short, sharp deck for executives

STRATEGY & RESEARCH

87	/campaignplan	End-to-end marketing campaign plan
88	/marketingstrategy	An actionable growth strategy
89	/audiencepersona	Builds a target-audience persona
90	/contentfunnel	Spreads content across every funnel stage
91	/competitoraudit	Finds the gaps competitors leave open
92	/competitoranalysis	Competitor positioning and messaging analysis
93	/markettrends	Pulls out the sector's current trends
94	/audienceinsights	Surfaces the audience's real needs and objections
95	/uxresearch	User-experience research plan and questions

One thing to know

These commands are not built into ChatGPT. For `/billboard` to work you have to describe once what it should do — either add it to your custom instructions, or define it inside a Project or a custom GPT. Without that description ChatGPT reads the command as plain text and nothing happens.

The shortest route: tell ChatGPT “From now on, when I type `/billboard`, put the product I upload on a giant lit billboard in a city.” Saying it once is enough.