

A STEP-BY-STEP PLAYBOOK

# BUILD YOUR OWN AI

# INFLUENCER.

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The exact workflow we use at MissAI to launch consistent, brand-deal-ready AI personas — in a day, without writing a single line of code.

## INTRODUCTION

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# What you're building.

In about two hours, you will walk away with a complete production pipeline for your own AI influencer — the same workflow we use at MissAI to launch new characters from scratch.

## THE OUTCOMES

- A locked AI character that looks identical across every post, forever.
- A short-form video pipeline for Instagram Reels, TikTok, and YouTube Shorts.
- A reusable brand template: drop any brand's logo and products into a folder, and your influencer makes on-brand video for them automatically.
- A folder architecture that scales — designed so that one day, brands can upload their own assets via an interface and your influencer auto-advertises for them.

### WHY THIS WORKS

**The hard part of an AI influencer isn't generating an image. It's stopping her from drifting between posts. This guide is built around that single problem.**

## WHO THIS IS FOR

Operators, founders, marketers, and creators who want to launch a consistent AI persona on Instagram and TikTok — and turn her into a brand-deal vehicle. No developer background required.

**THE KIT**

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# What you need.

Five inputs. Everything else gets built for you inside this workflow.

<b>CLAUDE</b>	Cowork mode (or Claude Code). This is what writes the system, runs the prompts, and orchestrates Higgsfield. Available during research preview.
<b>HIGGSFIELD</b>	An account with character training enabled (Soul plan or higher). This is the model that generates the actual images and videos.
<b>REFERENCE PHOTOS</b>	5–20 photos of your character. Real photos of yourself, AI-generated headshots, or a mix. Front-on, side, three-quarter — variety matters.
<b>ONE FOLDER</b>	A normal folder on your computer that Claude can read and write to. That's it.
<b>1–2 HOURS</b>	Plus ~10 minutes of background time while Higgsfield trains your character. You can walk away.

**YOU WILL NOT NEED**

- VS Code, the terminal, or any developer tooling.
- A coding background.
- Pre-existing brand deals — the workflow generates pitchable content first, then you sell.

**STEP ONE**

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# Set up your workspace.

Open Claude with Cowork mode enabled. The job here is to give Claude a folder on your computer it can write into.

1. Create a new folder on your computer. Name it something obvious like **AI-Influencer**.
2. Open Cowork and start a new chat.
3. Use the folder selector to point Claude at the folder you just made. Approve access.
4. Open a side window in Finder (or File Explorer) and keep that folder visible. You'll watch Claude write into it.

**MINDSET**

**Don't overthink the folder. It's just storage. The intelligence lives in your Claude chat and Higgsfield — the folder is the filing cabinet they both reach into.**

**STEP TWO**

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# Drop in reference photos.

Inside your folder, drop in 7–20 reference photos of your character. These are what Claude will study to write your Character Bible, and what Higgsfield will use later to train her permanent face.

**WHAT MAKES A STRONG REFERENCE SET**

- **Front-on face shot** — captures eyes and bone structure.
- **Side profile** — captures nose and jawline.
- **Three-quarter angle** — captures hair shape and how she styles it.
- **Variety of expressions, outfits, lighting** — teaches the AI her range.
- **iPhone-quality, not studio** — candid is what you want for social. Polished portraits make her feel like a stock model.

**WHAT TO AVOID**

- Heavy beauty filters, smoothing, or distorted angles — the AI will bake those in.
- Seven copies of the same shot from the same angle.
- Only one outfit or one lighting condition.
- Photos older than two years if you're using real photos of yourself.

**STEP THREE**

# Send Claude the build prompt.

This is the single message that triggers the entire system build. Copy it exactly, paste it into your Claude chat with the reference photos visible in the folder, and let it run.

```
I'm building an AI influencer for Instagram Reels and TikTok. The reference photos in this folder are her locked look – and she has to look identical across every single post forever, because the whole business depends on her being recognisable.
```

```
She'll do two things: her own short-form video content, and paid brand-deal videos. For the brand deals, I want a system where I drop a new brand's logo, product shots, and website into a folder, and she produces on-brand short-form videos for them automatically.
```

```
Build me the full system – folder architecture, her locked character spec so her face never drifts, a master prompt for short-form video, and a reusable brand-folder template I can copy for every new brand. Higgsfield MCP is connected for generation.
```

## WHAT CLAUDE DOES WITH THIS

- Studies your reference photos and writes a Character Bible — her locked face, hair, eyes, build, and aesthetic.
- Builds the folder architecture (Brands/, prompts/, Outputs/, etc).
- Writes a master video prompt that bakes in the Character Bible automatically — every video uses the same locked character.
- Creates a reusable **\_TEMPLATE/** folder you'll copy for every brand deal.

**STEP FOUR**

# Review what Claude built.

After about a minute, Claude hands back a folder that looks like this:

```
your-influencer/  
|-- README.md                -- control panel / run guide  
|-- Character-Bible.md       -- LOCKED identity spec  
|-- Reference-Image/        -- your reference photos  
|-- prompts/  
|   \-- video-master-prompt.md  
|-- Brands/  
|   |-- _TEMPLATE/          -- duplicate this for new brands  
|   \-- [your-first-brand]/  
\-- Outputs/  
    \-- Videos/
```

**OPEN THE CHARACTER BIBLE FIRST**

This is the most important file in the whole system. Inside, you'll find a **Locked Identity Block** — a verbatim text description of your character's face, hair, eyes, build, and style. This block is pasted into every single image and video generation, forever. It's what stops her from drifting between posts.

**THE DUAL-LOCK**

**Most AI influencer experiments fail because the character drifts between posts. The Locked Identity Block plus a trained Soul character is the dual-lock that prevents drift.**

**STEP FIVE**

# Connect Higgsfield + train your Soul.

Higgsfield generates the actual images and videos. There are two parts to this step — connecting the MCP, then training a permanent character.

## **PART A — CONNECT THE HIGGSFIELD MCP**

1. In Claude, go to **Customize** → **Connectors**.
2. Click **+ Add custom connector**.
3. Name: **Higgsfield**. URL: `https://mcp.higgsfield.ai/mcp`
4. Click **Connect** and sign in via Higgsfield OAuth.
5. Confirm a green dot appears next to Higgsfield in your connector list.

## **PART B — TRAIN YOUR SOUL CHARACTER**

1. Go to `higgsfield.ai` → **Characters** → **Create character**.
2. Drag-drop 5–20 of your reference photos.
3. Name her (e.g. your character's first name).
4. Click **Train**. Walk away for ~10 minutes — training runs in the background.
5. When you see a **Ready** badge and a Soul ID (a UUID), copy that ID.
6. Paste the Soul ID back into your Claude chat.

### **THE SOUL ID**

**The Soul ID is the magic key. Every future image or video calls this ID and your character appears with the exact same face every single time. This is the foundation of brand-deal-ready output.**

## STEP SIX

# Make your first video.

Videos use the same character (same Soul ID = same face) but a different prompt and a different Higgsfield tool. The pipeline: generate a still for each beat, animate it through Higgsfield's Generate Video, stitch the beats into a 15–30 second clip.

## HOW TO RUN IT

1. Open **prompts/video-master-prompt.md** from your folder.
2. Copy the code block, paste into a Claude chat with Higgsfield MCP connected.
3. Fill in the bracketed inputs:

```
Brand: [brand name, URL, or 'lifestyle / faceless content']
Brand folder: [path to brand folder, or 'none']
Format hint: [optional - talking-head / GRWM / lifestyle-montage
              / POV / transformation / day-in-life]
Target length: [15s / 20s / 30s - default 20s]
```

## THE SIX VIDEO FORMATS

<b>TALKING-HEAD</b>	Monologue to camera. Best for opinions, takes, stories.	<b>Highest comments</b>
<b>GRWM</b>	Get Ready With Me. Product appears as a natural step.	<b>Best for beauty / supplement</b>
<b>MONTAGE</b>	Silent b-roll beats with on-screen text overlays.	<b>Best for launches / mood</b>
<b>POV</b>	First-person, hands and objects only. No face.	<b>Highest replay rate</b>
<b>TRANSFORMATION</b>	Before / after structure across the clip.	<b>Best for fitness / skincare</b>
<b>DAY-IN-LIFE</b>	5-7 short clips of her day, one product moment baked in.	<b>Best for premium / lifestyle</b>

## THE 5-BEAT VIDEO ARCHITECTURE

Every video is structured as 4-6 second beats, stitched together. Hit these five beats and you have a complete short-form post:

<b>BEAT 1</b>	<b>0-2s</b>	<b>HOOK</b>	Visual + one spoken or on-screen line. Under 8 words. Stop the scroll.
<b>BEAT 2</b>	<b>2-6s</b>	<b>PROMISE / TENSION</b>	Set up why we should keep watching. One specific question, claim, or stake.
<b>BEAT 3</b>	<b>6-18s</b>	<b>PAYOFF / CONTENT</b>	The actual value. The tip, the routine, the product moment. Natural integration only.
<b>BEAT 4</b>	<b>18-25s</b>	<b>REINFORCE / TWIST</b>	One last hit — a punchline, a result, a contrarian close.
<b>BEAT 5</b>	<b>25-30s</b>	<b>SOFT CTA</b>	"Save this." "Link in bio if you want to try." Never "follow for more."

### UNDER THE HOOD — HOW HIGGSFIELD GENERATES VIDEO

For each beat, the pipeline is two calls:

- 1. Generate Image** — using your Soul ID + the beat's scene description. Locks the character and composition.
- 2. Generate Video** — feeds that still into Higgsfield's video tool with a motion prompt (e.g. "she lifts the bottle and smiles"). Output: a 4-6 second clip.

Claude stitches the beats together with straight cuts — no fancy transitions, those scream "made by AI."

### VOICEOVER + BUDGET

**Voiceover:** if your Higgsfield plan supports VO generation, the prompt passes the script through automatically. If not, Claude hands you the VO script as a separate block — record it in Voice Memos or generate via a tool like ElevenLabs.

**Budget:** each beat costs two generations (image + video), so a 20-second video runs through 8-10 Higgsfield calls. Use the *Check Balance* and *Show Plans* tools to know your runway before a big production day.

**STEP SEVEN**

# Onboard your first brand deal.

This is where the business model lives. Each brand is one folder duplication + one filled-in brief + one Higgsfield Assets upload. That's the entire onboarding.

## **PART A — DUPLICATE THE TEMPLATE**

1. Inside **Brands/**, duplicate the **\_TEMPLATE/** folder.
2. Rename it to the brand slug — lowercase, hyphens (e.g. `luxe-resorts`, `protein-co`).
3. Drop the brand's assets in: **logo.png**, one clean product image per SKU, plus any lifestyle imagery the brand has provided.
4. Open **brand-brief.md** and fill in identity, range, claims, audience, voice, visual rules, content angles, and hard NOs. **Pull from real packaging and the website — never invent claims.**

## **PART B — UPLOAD ASSETS TO HIGGSFIELD**

This is the step that gets skipped most often and causes the most pain. Higgsfield has never seen this brand's packaging — without real product photos in its library, it invents what the product looks like. Result: wrong colours, wrong logos, gibberish text on labels.

1. Go to **higgsfield.ai** → **Assets** (top-right corner).
2. Drag-drop the brand's logo and product images into the Assets library.
3. Tell Claude the assets are uploaded — it will find them via the MCP and pass them as media references on every slide where the product appears.

## **PART C — RUN THE VIDEO PROMPT WITH THE BRAND FOLDER**

Run the video master prompt with **Brand folder**: pointing at your new brand folder. Your influencer now produces on-brand video — with the same locked face she has on every other post.

That's it. Every new brand from here is one folder duplication, one brief, one upload. The system scales as wide as you can sell.

FIELD NOTES

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# Five mistakes to avoid.

**01 · DRIFT**

**Your character looks slightly different post-to-post.**

*Fix:* Never skip the Locked Identity Block. Always pass the trained Soul ID. If a generation comes back off-model, regenerate before you post — don't let drift compound across the feed.

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**02 · HALLUCINATED PRODUCTS**

**The AI invents what the product looks like.**

*Fix:* Upload real product photos to your Higgsfield Assets library and pass them as media references on every slide where the product appears. Without a reference image, the model is guessing — and the label, the colour, and the shape all become a coin flip.

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**03 · THE BOT SCHEDULE**

**Auto-publishing on a perfectly-timed interval from a server.**

*Fix:* Algorithms recognise the pattern instantly, and brand-new accounts get throttled first. Generate the content with AI — but tap publish from your own phone, ideally not at the same minute every day. Anything under 30 days old: keep it fully manual.

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**04 · LANDING-PAGE HOOKS**

**Your opening line reads like a product page headline.**

*Fix:* If your hook could fit on a billboard, it's too generic to stop a scroll. Write like you're telling a friend something you only just figured out — specifics over slogans, numbers over adjectives, an angle that feels personal rather than corporate.

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**05 · OVER-PRODUCTION**

**Your content looks like an advertisement.**

*Fix:* Studio lighting, perfect framing, gimbal-smooth motion — every signal that says "a team produced this" gets demoted by the feed and ignored by the viewer. Bake the opposite into every prompt: soft daylight, hand-held framing, the kind of moment you'd actually film between things.

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## WHAT'S NEXT

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# Where you go from here.

Once your first video is out the door, there are three obvious next moves — in the order we recommend tackling them.

### 01 · TURN THE WORKFLOW INTO A SKILL

Ask Claude to convert your video master prompt into a reusable Skill. Instead of pasting the prompt, you say *"create a video for [brand]"* and the Skill handles everything — Character Bible, brand folder lookup, Higgsfield generation, output saving.

### 02 · SCHEDULE IT

Claude can run your video Skill on a schedule. Fresh clips land in **Outputs/Videos/** daily, weekly, or however often you want. You wake up, review, and post from your phone.

### 03 · SCALE TO MULTIPLE BRANDS

Each new brand = one folder duplication and ten minutes writing the brief. Running 5–10 brand deals through the same influencer takes the same effort as running one.

#### THE FINAL FORM

**The end state is an interface where brands upload their logo, products, and website URL, and your influencer advertises for them automatically. The folder system you just built is the contract for that interface.**

### STAY CONNECTED

MissAI builds operating systems for the AI-influencer economy. If this guide moved your build forward, join us at [realmissai.com](https://realmissai.com) — that's where the next playbooks, prompts, and skills get released first.

**MISS AI**

# The AI influencer economy is here.

Most people won't build for it. You just did.

## NEXT STEPS

**Ship your first video this week.  
Pitch one brand using your new system.  
Join the MissAI community at [realmissai.com](https://realmissai.com)**

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AI systems for the next generation of operators.

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