

The Whisper Prompt

Stop typing “luxury”. Give it three words instead.

05

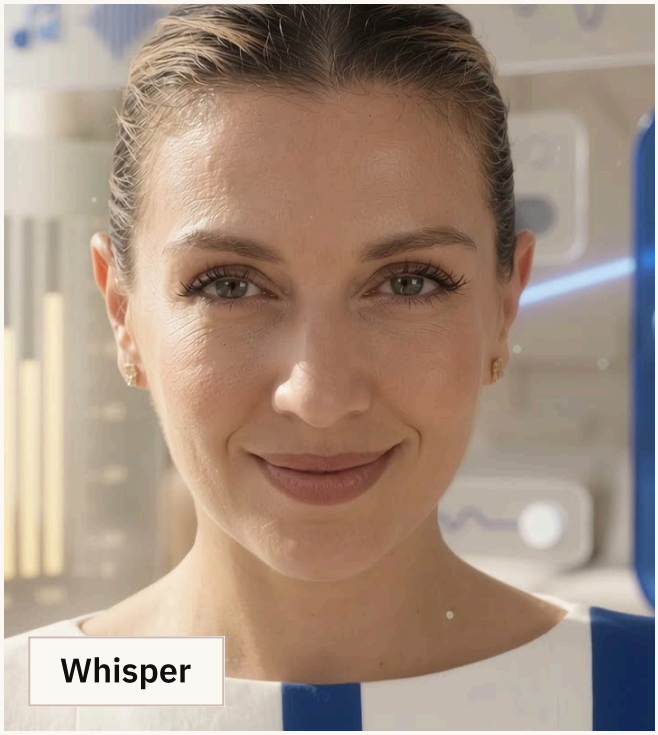
The Door Academy

Door 5 · free guide

Why does “luxury” shout?

In the Reel I asked AI for “luxury” and it gave me marble and a golden lion. The problem isn’t the tool. It’s the word.





1

An empty word

It says nothing specific: no material, no light, no era. **Whatever you leave out, the tool fills with the most famous version it knows.**

2

The famous version is loud

Hear “luxury” and models reach for marble, gold and chandeliers: what the word is most tied to. The result: **a palace that looks like nobody’s.**

3

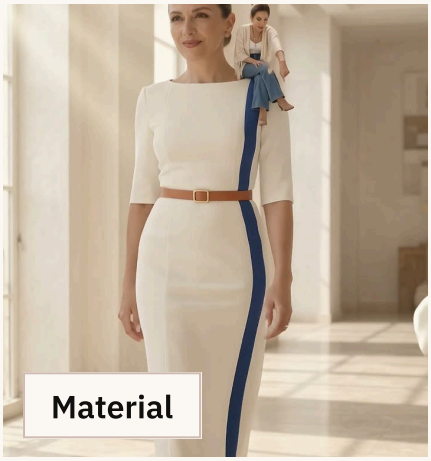
Real luxury is specific

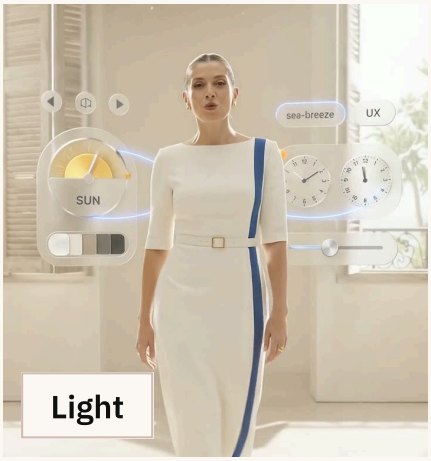
Linen in morning sun. A worn edge. A shadow. **The small detail is what convinces you the picture is real.**

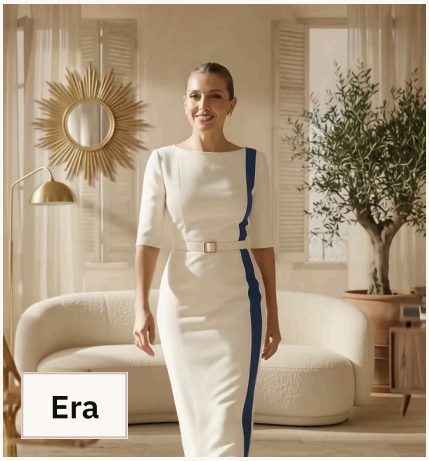
The fix is not a stronger word. It is better questions.

Three questions change the picture

Instead of “luxury”, answer three questions. In the photo: linen, silk and stone, morning sun, a 1970s Riviera.







1 · MATERIAL	What is it made of? **Linen, silk, stone, glass, wood.**
2 · LIGHT	What light, and what time of day? **Morning sun, candle, overcast.**
3 · ERA	Which decade, and which place? **The seventies, the Riviera.**

The prompt also adds **one small human detail**: a worn edge, a shadow, a crumb. That is what makes the picture honest.

The prompt, in full

Copy it exactly, paste it into a new chat, and answer the three questions one at a time.

The Whisper Prompt

```
You are my art director. I will describe an image, a product, a room or a brand in one line.
NEVER use the words luxury, elegant, premium or high-end.
Ask me exactly three questions, one at a time, and wait for each answer:
1) MATERIAL: what is it made of? (linen, silk, stone, glass, wood…)
2) LIGHT: what light, and what time of day?
3) ERA: which decade, and which place?
Then write ONE final prompt of under 120 words using my three answers plus one small human detail (a worn edge, a shadow, a crumb).
The tone: quiet, real, specific. Nothing that shouts.
Finish with one line: "What did the loud version want to say that this one whispers?"
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ChatGPT	Claude	Gemini

Open the copy page

halahijazistudio.com

The prompt in one box with a copy button. Tap and paste.

A real example

Without the prompt

“A luxury living room.” The result: marble, a golden lion, a chandelier.

With the prompt

Material: linen and travertine. Light: morning sun through open windows. Era: a 1970s Riviera.

The result

The photo on the right: a quiet room, fabric samples in her hand, the sea behind the window.



The closing question

“What did the loud version want to say that this one whispers?”

LUXURY The key word of this door, the one you commented.

MORE The other doors in the Academy are waiting, and every one is open.

Real luxury doesn’t shout. It whispers.

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