READY-TO-COPY PROMPT TEXT

Use Nano Banana Pro model. Thinking mode enabled. Create a warm, hand-drawn infographic illustration in a 16:9 landscape format, approximately 2048×1152 pixels at 2K resolution, for a marketing blog post about copywriting and audience psychology. The target audience includes marketers, copywriters, and entrepreneurs.

Main idea: Gary Halbert's lesson "Find the starving crowd". It is easier to sell to people who are actively searching for a solution than to push a product to an uninterested audience.

Composition

A split-scene horizontal flow with two food truck scenes connected by arrows.

Left scene: an almost empty setting. A food truck labeled "Best burgers in the world". The seller is trying to push burgers to a few bored people who are looking at their phones. Low energy, low interest, weak demand.

Right scene: a crowded and energetic setting. The same food truck, now surrounded by a large, excited crowd rushing toward it. People with raised hands, joyful faces, visible hunger and excitement. The seller is confidently handing out burgers, showing strong demand and momentum.

A large curved arrow from left to right with the text: "Pushing a product → Fulfilling a need"

Large handwritten title at the top: "Lesson #1: Find the Starving Crowd"

Subtitle below the title, underlined: "Audience pain + Hidden solution = Starving crowd"

Style

Naïve and charming hand-drawn illustration inspired by modern marketing infographics and the Flow magazine aesthetic. Rough pencil contours, slightly wobbly lines, pastel and chalk textures that intentionally bleed outside the lines. Visible paper grain and pencil marks. Soft, even diffused lighting. The overall mood is motivational, energetic, and slightly humorous.

Color palette: warm orange (#FF6B35) and peach (#FFB347) for highlights and energy, cool deep blue (#004E89) and turquoise (#00B8D9) for balance, and a soft cream background (#FFFDD0).

Typography: neat handwritten or rounded sans-serif font, fully legible and naturally integrated into the illustration. The main title should be large and bold. All text in English. Non-photographic illustration style only.

Follow-up refinements to use after the first generation:

- Make pencil lines more visible and wobbly.
- Add more chalk texture to fills and allow colors to bleed slightly outside contours.
- Increase excitement in the crowd on the right side by adding more raised hands and joyful expressions.
- Make the arrows thicker and more dynamic.
- Ensure all text is crisp, sharp, and perfectly readable.