
A field guide to Higgsfield in Claude Cowork

Higgsfield Cowork Pack

Six skills that turn Higgsfield into your full content pipeline. Generate UGC ads, save reusable characters, scrape product URLs, schedule overnight runs, and build cinematic Instagram carousels. All inside Claude Cowork.

The Problem

~~Cowork could do almost everything. Read your files, run your tools, schedule your work, —~~
write entire reports for you. Almost.

The one thing it could not do was generate an image or a video. The Cowork sandbox blocks every outside AI tool that does that work. Gemini, OpenAI, Midjourney, Runway. The wall was real and there was no way around it from inside Cowork.

So creators bounced out. Open a browser tab, switch to Midjourney, design something there, download it, drag it back into Cowork. Three tools. Three subscriptions. Three places to lose context.

THE BIG IDEA

Higgsfield is the fix. One MCP, every image and video model. SOUL builds your UGC actor, Nano Banana Pro renders the scene, Higgsfield Video stitches the clips. All inside Cowork. No bounce-out. No copy-paste. No subscription stack.

The Map

Sixskills, packaged as one plugin. Run setup once. Save a character once. Then everything below runs on autopilot.

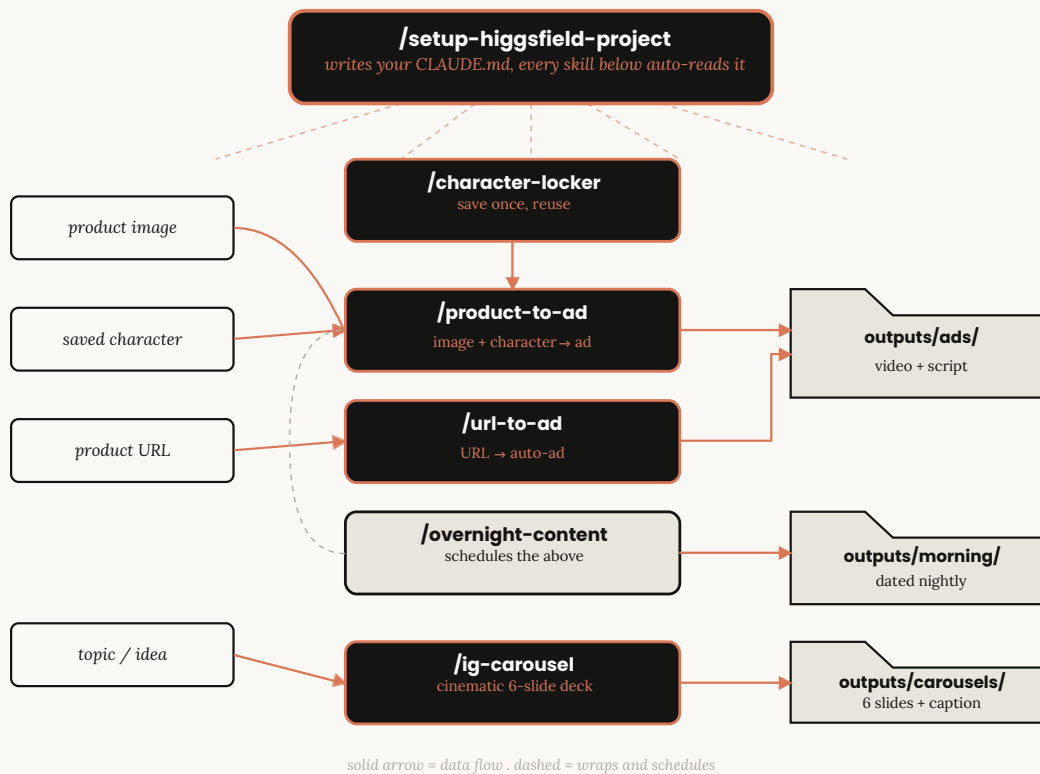


FIG. 01 / The six skills, what feeds them, where the outputs land. Setup writes your CLAUDE.md once. Every other skill auto-reads it.

1. /setup-higgsfield-project

The single highest-leverage move in the pack. Run this once. The skill asks you 7 quick questions about your brand, your defaults, and your folders, then writes a tailored CLAUDE.md to your project root. Every other skill in the pack auto-reads from it.

WHEN TO USE

First thing you do after installing the plugin. About two minutes of answering questions, then forget about defaults forever. Re-run anytime your brand voice or default character changes.

Without it, every skill asks you the same setup questions on every run (aspect ratio, voice, default character, output folder). With it, you skip straight to the part that actually changes per run, like which product or which topic.

P R O M P T / R U N S E T U P

/setup-higgsfield-project: ads only, voice is sarcastic-witty, platform is TikTok and Reels, default character is Maya, brand accent #DA7756, default output folders.

Pro tip. Save the file to your project root, not your home folder. Cowork only auto-reads CLAUDE.md from the project the user is working in. One project per brand keeps them clean.

2. /character-locker

Save a UGC actor once, reuse the same face across every ad. Solves the silent killer of AI-generated UGC, character drift. Without this, every fresh generation produces a slightly different actor. Your audience picks up on it. Your brand stops feeling cohesive.

W H E N T O U S E

Right after setup. Save your first character (Maya), then call her by name in every other skill. Skip if you only need one ad ever.

Pick an archetype (gym-bro, busy-mom, gen-z creator, white-collar pro, outdoorsy, senior). Add specifics. Claude generates the face with Higgsfield SOUL and saves the profile to **characters/your-character-name.json**. The file holds the job_id plus the full SOUL prompt for re-roll.

P R O M P T / S A V E A C H A R A C T E R

/character-locker: generate a new actor named Maya. 32-year-old warm latina mom, hair in a low bun, oversized cream cardigan, sunlit kitchen. Save her so I can use her in every ad this month.

Pro tip. The skill saves the full SOUL prompt next to the job_id. Even if Higgsfield ever expires the raw URL, you can regenerate Maya identically from the saved prompt. Your characters never go stale.

3. /product-to-ad

Drop a product image. Get back a UGC actor holding it, a 30-second script, and three rendered video clips. Saved to a folder. Ready to drag into your phone or schedule on Blotato.

WHEN TO USE

Daily driver. You have a product image and want a finished ad in five minutes. The most-used skill in the pack.

Claude reads the product image, generates a UGC actor (or pulls your saved character), composites them with your product using Nano Banana Pro, writes a 30-second script using the UGC formula, and renders the video clips with Higgsfield Video. All output lands in **outputs/ads/your-product-slug/**.

P R O M P T / R U N P R O D U C T T O A D

/product-to-ad: I dropped a photo of my new ice roller in inputs/products/. Use Maya. Vibe is sarcastic and funny. CTA is comment ICE for the link.

Pro tip. If the actor's face drifts between clips, your saved character profile is doing its job halfway. Pin the same scene composition's job_id as the start frame for all three clips. The face stays locked.

4. /url-to-ad

Paste any productURL. The skill scrapes the page, pulls the hero image plus the marketing copy, and chains directly into the /product-to-ad pipeline. Same finished folder, zero copy-paste between tabs.

WHEN TO USE

The product is on a public website (Amazon, Shopify, your own store) and you want to skip downloading and describing it. If the page is behind a login, copy-paste the description into /product-to-ad instead.

Claude scrapes the page, builds the brief automatically, asks you for the vibe and CTA only (everything else fills in from the page), then runs the full ad pipeline. Provenance gets saved to **source.json** so you can trace any claim in the script back to the original page.

P R O M P T / R U N U R L T O A D

/url-to-ad https://www.amazon.com/dp/B0XXX: make me an ad with Maya. Vibe excited, CTA link in bio.

Pro tip. Open **source.json** before approving the ad. The parser may grab the wrong variant on Amazon (Pack of 4 instead of Pack of 1) or miss a feature on a custom Shopify store. Sanity-check the extracted name and price before you let the video render.

5. /overnight-content

Set the campaign once. Claude runs the full pipeline every night while you sleep. Wake up to a dated folder of fresh ads, captions, and image variations. Plus a morning report telling you exactly what got made and what failed.

WHEN TO USE

You want a hands-off content engine. You have at least one saved character, a folder of products or URLs, and 150 plus Higgsfield credits to spend over the next 30 days. For one-off ads, just run `/product-to-ad`.

Claude builds a campaign config, schedules a Cowork task, and rotates through your products, vibes, and characters. Outputs land in **outputs/morning/YYYY-MM-DD/**. The morning report is the first thing you read each day, scannable in 30 seconds.

PROMPT / SET UP OVERNIGHT

/overnight-content: schedule one ad per night for the next 30 days. Source is my inputs/products/ folder, character is Maya, rotate vibes between sarcastic and excited. Run at 2 AM Central. Total budget about 200 credits.

Pro tip. Always test with end-date set to tomorrow first. One night, one ad. Validates the whole config without burning 200 credits on a typo.

6. /ig-carousel

Six-slide cinematic Instagram carousel. Cover renders first, every other slide uses it as the style reference. Result is one photoreal world, six slides, no template-y feel.

WHEN TO USE

You're posting a carousel that needs to feel premium and editorial, not flat-template. Skip if you want a single static graphic, that's a different skill.

Pick a cinematic scene (gothic library, late-night architect's loft, deserted island, command center, moonlit bedroom). Claude generates the cover with Nano Banana Pro, then renders 5

content slides using the cover as the locked style reference. Result lands in **outputs/carousels/your-topic-slug/**.

P R O M P T / M A K E A C A R O U S E L

/ig-carousel: build me a carousel about Claude Live Artifacts. Use the architect's loft scene. Make the hook curiosity-driven, ending in dot dot dot.

Pro tip. The Cowork sandbox cannot reach Higgsfield's CloudFront URLs to download the PNGs to your folder. The skill drops a **download-urls.md** with a one-shot curl command. Paste it into Terminal once and all 6 slides land in the right place.

The Stack You'll Need

Claude Cowork

Free / claude.ai/download

The desktop app. Cowork mode handles all six skills. Make sure you're on the latest version.

Higgsfield

Starter from \$9/mo / higgsfield.ai

Generates the actor (SOUL), the scenes (Nano Banana Pro), and the videos. The Starter plan covers about 25 to 40 finished ads per month.

Higgsfield MCP

Free / [inside Cowork settings](#)

Settings then Connectors then Higgsfield. Toggle on, paste your API key, done. Without this connected, none of the six skills can fire.

The Higgsfield Cowork Pack plugin

Free / attached to this guide

The.pluginfilecontaining all six skills. Install once, never think about it again.

Do This Today

Pick one. Just one.

- 01** Install the Higgsfield Cowork Pack plugin and run `/setup-higgsfield-project` to lock in your defaults.
 - 02** Save your first character with `/character-locker`. Name them. Use them in every ad this week.
 - 03** Run `/product-to-ad` on any product photo you have lying around. See the full pipeline once.
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If you do all three in the next 20 minutes, you'll already be further than 99% of the people who watched the video.

IF YOU ONLY REMEMBER ONE THING

Run `/setup-higgsfield-project` FIRST. Then save a character with `/character-locker`. Every other skill in the pack gets better when you have one good face on file and your CLAUDE.md locked in. The whole stack levels up the moment those two are done.
