

# CREATING AI ART THAT SELLS

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# INTRODUCTION

Are you feeling a little overwhelmed by all the different types of artificial intelligence art impacting the market today? You're not alone. There are a variety of AI platforms, services, and software packages out there each with its own unique benefits. So how do you know which one is right for your business?

The good news is that no matter what type of AI solution you're thinking about implementing, they all have one thing in common: They can help your business grow and thrive. You do not require any artistic talent to use AI art platforms to create beautiful art pieces that the market will want to buy.

But creating AI art that will sell is not easy. In this special report, we will reveal the 7 most important things you need to know about AI art that sells. It is not just a matter of signing up for an AI art platform and creating your art. You need to know what kind of art to create that will be in demand for the highest price.

Can you make money from AI art? Yes, you can and other people are already doing this. But the most successful AI art sellers have been through a specific process to give them the maximum chance of success.

So, please read every word of this special report on creating AI art that will sell. After you have read the short report, take action and start implementing the proven steps revealed in the report. Many people try to create AI art that sells but fail because they didn't know how to go about it in the right way. This special report shows you the "right" way.

The reason that most people fail with creating and selling AI art is that they didn't do their homework properly. They found an AI art platform that they liked and just started to create AI images that they thought would sell. Don't be another failure with AI art! Use the proven steps in this report to be successful in the world of selling AI art.

OK, let's get right into it...



# 1

## KNOW YOUR AUDIENCE

You have probably seen online that AI art is in demand and people are paying a lot of money for the right pieces. This is true and you need to make it your business to find out where this demand is and what the customers want. People that fail to sell AI art never bother to do this. But it is very important.

It's important to understand who your audience is and what they're looking for. When it comes to purchasing AI art, the decision is often influenced by the following factors:

How the customer currently uses AI art in their everyday lives

What motivates the customer to purchase AI art?

What the customer sees as the value proposition behind AI art

What is the customer's overall perception of AI art?

It's important to keep these factors in mind when you're creating your AI art and the subsequent marketing materials. Your marketing efforts will be more effective if they connect with your customers on an emotional level.

Is it easy to find out what the market wants? The good news is that it is not too difficult but it will take some time and effort. You may have heard that it is best to create the type of AI art that you are passionate about. This can be a flawed strategy because the market may not want what you are passionate about.

The art you choose to create and sell should be based on the current market demand for that type of AI art. You also want to make sure that the type of AI art you create is something that you're comfortable selling. This will make it easier to market your products and services.

When you're choosing the right niche for AI art, it's important to keep the following in mind:

The current and projected demand for the type of AI art you want to create

The market trends in that specific niche

The competition in that niche

The profit margin available in that niche

The ease of entry into that niche

The ease of staying competitive in that niche

The fit with your brand and product offerings

If there is competition in a niche that you are considering then do not let this put you off. Think of competition as a good thing – it tells you that there is money changing hands for AI art in the niche. You are only limited by your imagination in the AI art world. So, there is plenty of room for everyone in every profitable niche.

How do you find out what the AI art market wants?

Find websites that are related to the AI art market. Look for social media groups on sites like Facebook and LinkedIn. What kind of AI art are these groups interested in? Join the groups and ask questions about the type of AI art they are looking for. People like to give their opinions and you should get a good response to this.

Don't start your AI art business until you are sure you know what the market wants. You can never do enough research here. OK, it is time-consuming to perform this kind of research, but the long-term benefits of doing this make the time spent and the effort worthwhile.

Second-guessing the AI art market is not recommended. You might get lucky by creating some AI art that is different and appeals to some people. But do you want to rely on luck to make your AI art business a success? Also, bear in mind that the AI art market is relatively new and things are going to change in the coming years. There will be new trends emerging and you need to commit to identifying what these are and decide how you can benefit from them. The bottom line is that you need to take your AI art business seriously to make it a success. And that starts by knowing your market.





## 2

## SET GOALS AND CREATE PLANS FOR YOUR AI ART BUSINESS

When you have identified the niche you want to enter for your AI art business, you need to set goals and create plans. This is important because it will provide you with clarity going forward. Your goals need to inspire you and keep your motivation levels high every day as you work on your AI art business.

Start by creating a powerful WHY statement. Why do you want to get into the AI art business? What do you want to achieve by getting involved with AI art? Write down why you are so passionate about the AI art business and what you want to get out of it. Make your WHY statement powerful – use strong emotion so it will inspire you every day.

We recommend that you use the SMART goal-setting process for all of your goals. Do not set too many goals when you are just starting with your AI art business. One goal is enough to get you going. If you set too many goals then you can significantly reduce your chances of

achieving any of them. It is better to have a single goal that you really want to achieve.

Specific

Measurable

Achievable

Relevant

Timed

Any goal that you set for your AI art business needs to be specific. Do not set a goal like “I want to make millions from creating and selling AI art”. This is bad because it is not specific enough. How much are millions? Always use specific figures when you are setting goals.

If you cannot measure your progress toward achieving your goal then it is a waste of time. You will never know how close you are (or how far away you are) to achieving your goal. Setting a financial goal for your AI art business is going to be easy to measure. Each month you can track how much you are making from selling AI art.

Your AI art business goals need to be achievable.

Making millions in the first year of your AI art business sounds good – but is it achievable? Probably not, right?

We are not saying that you shouldn't aim high with your

goals. But if you set an unachievable goal then this will frustrate you and could even cause you to give up altogether.

All of your goals for your AI art business need to be relevant. This may seem obvious, but many people make the mistake of setting irrelevant goals for their businesses. You must add a deadline to all of your goals which is the “timed” element.

When you set a goal that doesn't have a deadline it can go on forever. How do you ever know if you have achieved your goal if there is no deadline? Setting a goal to achieve a milestone with your AI art business in one year is recommended. You could go for a shorter deadline of 6 months as well. Decide on your deadline and stick with it.

After you have created your goal, you need to create a relevant plan. Goals are high level and you need a plan to provide the detail of what you are going to do. Ideally, you need to be able to break down your plan into daily actions that you can take to achieve your goal.

It is fine to have learning milestones in your plan. AI art is new so things like mastering AI art platforms and discovering the best marketplaces for your AI art are worthy actions. Some of your tasks will be ongoing for a

while. Others you can achieve on the same day or in a shorter time.

When you create your plan, it is never going to be perfect. This is fine. You need to change your plan to suit the real world when things change (and things will change in the world of AI art). Most people that fail with AI art do not have any kind of plan so you will be much better equipped for success by creating one and following it.



# 3

## FIND THE RIGHT AI ART PLATFORM TO USE

Using the right AI art platform is critical for your success. Choosing the right AI art platform for creating your AI art can be a bit confusing. There are a variety of options out there, each with its own unique benefits. Before you decide which one to use, you should take the following things into account:

The type of AI art you want to create

The type of audience you want to attract

The ease of use and functionality of the AI art platform

The number of people already using the platform to create and sell art (you can sell your AI art with some platforms)

The potential for growing your business on that platform

You also want to make sure the AI art platform you choose is easy to use and affordable. While there is a free AI art platform called Stable Diffusion where you

can create stunning art by entering text prompts, it may not have the features that you need.

Here are the best AI art platforms to consider in our opinion:

[Midjourney](#) – this platform has many users and it is preferred by many AI art sellers because of the quality of the art you can create. For a long time, this platform worked on an invitation-only basis, but now you can register as a beta user. You can use Midjourney for free but you cannot use any of your art pieces commercially. With their paid plans, you can sell your creations. Midjourney is reasonably easy to use and has a lot of good features for a low price each month.

[Jasper Art](#) – this is another high-quality AI art platform where you can create stunning art by entering text instructions. There is currently no free trial with Jasper Art so if you want to use it then you will have to pay a minimum of \$20 a month. It has similar features to Midjourney but it can be a bit tricky to learn. With fewer users on this platform, you will be able to create your AI art very quickly.

Stable Diffusion – we have already mentioned that this is a free AI art platform. Do not let the fact that the platform is free put you off using it. The quality of the AI

art it can produce is excellent. When you use the Stable Diffusion platform you will find that it takes quite a while to create your AI art. This is because there are many users as it is free. Check out the features of this platform to see if it will meet your requirements. Using Stable Diffusion just because it is free is not the right decision to make.

[NightCafe](#) – a lot of AI art creators believe that NightCafe is the best platform available. They do claim to use more sophisticated algorithms than the other platforms and you can create some stunning art with it. It is easy to use NightCafe and the learning curve is not as steep as it is with other platforms. They have a free trial so that you can test the platform and after that, you need to purchase credits which start at \$9.99 a month. We have tested all of the AI art platforms that we are discussing here and NightCafe is one of the best.

Photosonic – this is another high-quality AI art platform that will produce excellent art from text prompts. You can also use existing images and transform them into new and unique images (you can do this with the other platforms as well). We found Photosonic very easy to use and were able to create both photographic and cartoon-style images with the minimum of fuss. It will

cost \$10 a month for the basic plan and you can try it for free.

[DALL-E 2](#) – this platform was created by OpenAI and they now have a beta sign-up process like Midjourney. Before you had to join a waiting list and be invited to use the platform. Not only can you create stunning AI art with this platform but you can also create illustrations, generate business ideas, and design products. The DALL-E 2 platform has some good features including a paintbrush to help you change images. Paid plans start from \$15 a month and you can try the platform for free to see if you like it.

All of the AI art platforms that we have discussed above allow you to create the art that you want by providing text instructions. They all claim that they are committed to developing new features for their users to enjoy.

Take your time when evaluating the right AI art platform to use. Try them all out and see which one has the features that you need. All of them are available at a reasonable cost per month and you need to treat this as an investment in your AI art business.





# 4

## MASTER YOUR CHOSEN AI ART PLATFORM

Once you have chosen which AI art platform you are going to use you need to take the time to master it. This means that you need to practice as often as possible so that you can create AI art that you can sell on the market.

You need to know what text prompts (instructions or commands) you can use to produce the right AI art. Most of the AI art platforms have communities and there are usually members that will be willing to help you out.

Mastering your chosen AI art platform is all about knowing what text prompts to use to obtain the best results. Be prepared to practice and spend the necessary time using the platform to create your desired AI art. It is very unlikely that you will create an AI art masterpiece the first time that you use the platform!

Look online for advice and guidance on the best text prompts to use to achieve the results that you want with

your AI art. Build up a list of these prompts and try them out on the platform. After a while, you will know what prompts to use to create the AI art that you know will sell.

**5**

## **ONLY SELL AI ART THAT IS DEEMED COMMERCIAL BY THE PLATFORM**

To sell your AI art it needs to be available for commercial use. If you create AI art using the free credits with platforms like Midjourney, these will be deemed as public and have a creative commons license. Only when you go for a paid plan with Midjourney can you get commercial rights to your art.

Whatever platform you decide to use for the creation of your AI art, you need to know what you can and can't do commercially with your work. You can land yourself in a lot of trouble selling AI art that you claim is unique if it has a creative commons attribution.

If you decide to use the NightCafe platform to create your AI art, all of your creations will have a commercial attribution meaning you can sell them. But if you have used a copyrighted image to create your AI art on this platform then this will invalidate the commercial attribution. Make sure you understand your position

with your AI art platform.



# 6

## USE YOUR IMAGINATION AND EXPERIMENT

You are only limited by your imagination when it comes to creating AI art that you can sell. Although all AI art is deemed unique in the United States and other countries, go a step further and experiment with creating AI art that is different from the rest. Standing out from the crowd is very important in the world of AI art.

Imagine what you want your AI art creations to look like and then write down the details. The more detail you can provide your AI art platform with the better your results will be. Don't be afraid to experiment with your AI art creation.



# 7

## SELL YOUR AI ART ON THE RIGHT MARKETPLACES

There are several marketplaces you can use to sell your AI art. The best marketplaces to sell your AI art include:

Etsy

Facebook

Instagram

Shopify

Pinterest

Twitter

When you perform your market research make a point of finding out where your potential customers hang out online. We also recommend that you create an online store on your website and provide a portfolio of your AI art.



# CONCLUSION

In this special report, we have revealed 7 proven ways for you to create AI art that sells. Now it is time for you to take action and start by researching the market. By following the proven steps in this report, you will give yourself the maximum chance of success with your AI art business.

We wish you every success with your AI art business!

*Ideas That Fly*

MASTERING CHATGPT