**How to make 6 figures per year with AI Art**

**Introduction**

In under a year, I’ve watched a digital art shop exceed six figures in profit by selling AI-generated digital download art.

So, I’m going to outline the process and strategies for leveraging AI tools like MidJourney to create and sell digital artwork, drawing from successful examples in the market.

**Process Overview**

The business model for selling AI-generated digital art involves a straightforward process:

1. \*\*Creating the Image\*\*: Using MidJourney, an AI image generator, which converts text prompts into high-quality images.

2. \*\*Modifying Prompts\*\*: Adjusting prompts to refine image quality.

3. \*\*Packaging and Listing\*\*: Creating appealing listings and posting them online for sale.

4. \*\*Sales Generation\*\*: Utilizing AI to handle the bulk of the creative process, making this a highly efficient side hustle.

**Monetization and Profit Potential**

To ensure profitability, it’s crucial to understand what types of artwork sell well:

**Case Study 1: Antique White Art:** Specializes in rustic, vintage-style digital downloads. In 11 months, the shop garnered over 31,000 sales and six figures in profit.

**Case Study 2: Another Vintage Style Shop:** Selling similar styles, it achieved over 377,000 sales and more than $1.3 million in revenue over four years, averaging over $33,000 monthly.

**Case Study 3: Lexington Prints:** Opened four months ago and already made over 14,000 sales, translating to nearly $10,000 monthly revenue.

**Product Research**

Research is vital to avoid creating unsellable artwork:

1. \*\*Analyzing Competitors\*\*: Examining successful shops for high-selling artwork.

2. \*\*Filtering Reviews\*\*: Identifying popular products through customer reviews.

3. \*\*Shop Analyzer Tools\*\*: Using tools like Allura to analyze and replicate successful shop strategies.

**Setup and Organization**

Setting up with MidJourney involves:

1. \*\*Joining MidJourney\*\*: Access via their Discord server, initially free but requires a $10/month plan for commercial rights.

2. \*\*Creating a Dedicated Server\*\*: Organizing workspace in Discord for image generation.

**Making Images that Sell**

Generating successful images involves:

1. \*\*Crafting Prompts\*\*: Using specific prompts and commands for desired aspects and styles.

2. \*\*Adjusting Settings\*\*: Utilizing MidJourney’s settings to balance stylization and realism.

3. \*\*Advanced Strategies\*\*: Copying proven prompts, using public domain images as references, and reverse engineering images with MidJourney’s describe command.

**Resizing Images**

After creating the artwork:

1. \*\*Aspect Ratios\*\*: Resizing images to popular aspect ratios using tools like Preview on Mac.

2. \*\*Ensuring Quality\*\*: Maintaining high resolution (300 DPI) for print quality.

**Listing for Sale**

Etsy is recommended for listing digital art due to its large user base:

1. \*\*Setting Up Shop\*\*: A quick setup guide can have a shop ready in under 10 minutes.

2. \*\*Professional Mockups\*\*: Using AI to generate high-quality mockups, ensuring listings look professional.

**Final Steps and Scaling**

1. \*\*File Management\*\*: Using cloud storage for large image files and providing download links via a thank-you PDF.

2. \*\*Physical Prints\*\*: Expanding to print-on-demand services like Printify to offer physical prints, enhancing revenue streams.

**Conclusion**

This business model, leveraging AI for creating and selling digital art, presents a lucrative opportunity with minimal investment. By following the outlined steps and strategies, it’s feasible to build a successful, scalable digital art business, with potential earnings reaching six and seven figures.