

How to Identify Profitable AI Image Types and Subjects You Can Create and Sell

Introduction

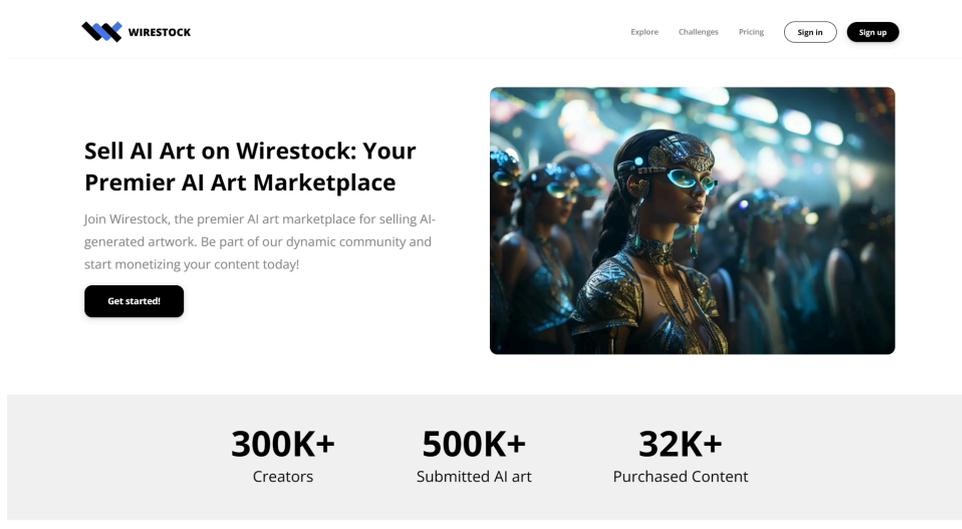
This guide is going to show you how to make a profit in the exhilarating world of AI-generated images and art!

As you've seen, the AI text-to-image revolution has democratized art creation, allowing anyone to craft stunning, captivating images that they can use to create their own products, from wall art to t-shirts to images that make money on photo libraries.

To help you make money from this, I'm now going to show you how to identify market trends in AI-generated art and images, and drill down into a niche where there's a hungry audience of buyers and not too much competition.

The aim is to help you make money from monetizing your image on two platforms:

- [Wirestock](#) is a one-stop marketplace where you can upload your AI images.



WIRESTOCK Explore Challenges Pricing Sign in Sign up

Sell AI Art on Wirestock: Your Premier AI Art Marketplace

Join Wirestock, the premier AI art marketplace for selling AI-generated artwork. Be part of our dynamic community and start monetizing your content today!

[Get started!](#)

300K+
Creators

500K+
Submitted AI art

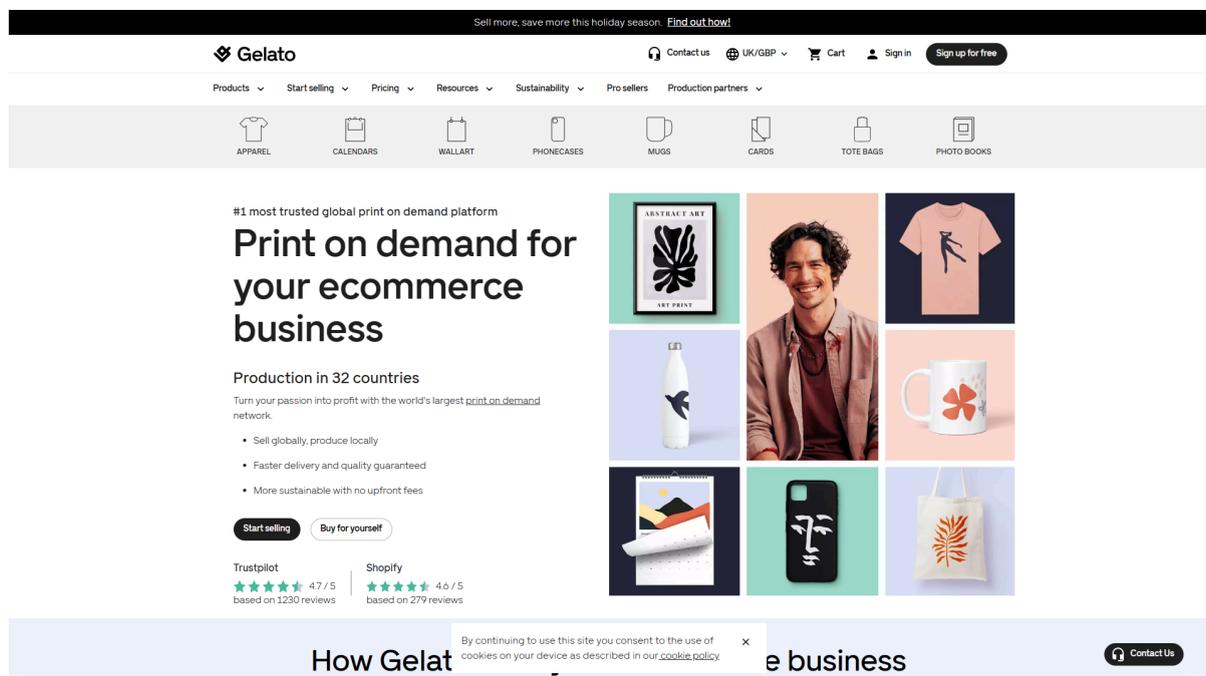
32K+
Purchased Content

Your target buyers are primarily a business/commercial audience who are looking for images to use in content, for instance, websites, promotions, adverts, news media and brochures.

You can sell your images directly from your portfolio, including photos, prints, and digital licences.

The platform also operates an AI Art marketplace, where you can sell AI-generated images and earn from various marketplaces like Adobe Stock, Freepik, and Imago through a single account.

- [Gelato](#) – a direct to consumer print-on-demand marketplace.



Gelato primarily provides tools for creating customised and personalised print-on-demand. product designs.

It features a design maker that allows you to create designs for a variety of products like wall art, clothing and mugs.

The platform also offers realistic mockups to preview products, eliminating the need for physical product photoshoots.

Before we begin, let me give you an overview of the two different target audiences and what sort of thing you'll be creating.

Target Audience One: Consumers

These are people looking for interesting, cool, unique images they can hang on their wall as prints, or have on t-shirts and bags.

Here are some subjects that are ideal for AI-generated artwork:

- **Futuristic Cityscapes:** Imaginary, futuristic urban landscapes blending modern architecture with sci-fi elements.
- **Mythical Creatures and Legends:** Reimagining mythical creatures and folklore from various cultures.
- **Abstract Art Concepts:** Unique abstract designs that can be used as backgrounds, wallpapers, or standalone art pieces.
- **Fantasy Landscapes:** Enchanting, otherworldly natural scenes that combine elements from fantasy fiction.
- **Surreal Art:** Bizarre, dream-like scenes that defy conventional logic, blending objects and environments in unexpected ways.
- **Space and Cosmic Imagery:** Imaginative depictions of space travel, alien worlds, and celestial phenomena.
- **Cyberpunk and Sci-Fi Themes:** Scenes and characters inspired by cyberpunk and science fiction, with a focus on futuristic technology and dystopian settings.
- **Steampunk Designs:** Retro-futuristic art that fuses technology and aesthetic designs inspired by 19th-century industrial steam-powered machinery.
- **Artificial Intelligence and Robotics:** Creative interpretations of AI, robots, and the relationship between humans and machines.
- **Virtual Reality and Digital Worlds:** Imagery representing virtual reality, digital landscapes, and the concept of digitalization.
- **Historical Reimaginings:** Unique takes on historical events or periods, blended with a touch of fantasy or anachronism.
- **Underwater Fantasy:** Imaginary underwater worlds, combining marine life with fantastical elements.

- **Conceptual Environmental Art:** Artworks that convey messages about climate change, environmental protection, and nature conservation.
- **Cultural Fusion Art:** Blending elements from various cultures to create new, imaginative representations.
- **Molecular and Atomic Art:** Artistic interpretations of molecular structures, atoms, and microscopic phenomena.
- **Esoteric and Occult Imagery:** Mystical, esoteric themes exploring symbolism, spirituality, and hidden knowledge.
- **Ethical AI and Technology Concepts:** Visual narratives exploring the ethics of AI and futuristic technologies.
- **Biomechanical Art:** A fusion of organic and mechanical elements, inspired by themes like cybernetics and transhumanism.
- **Interdimensional and Multiverse Concepts:** Imagery depicting the concept of multiple or parallel universes and dimensions.
- **Architectural Fantasies:** Unusual, imaginative architectural structures that defy conventional building designs.

You could use gelato to create print on demand products using these images, or post them on Wirestock for them to use in any way they want/

Target Audience Two – Businesses

Stock photography is hugely important and useful for content marketing. Whether it's a sole entrepreneur with a basic website or a marketing team at a big company, there's a need for images to go alongside adverts, sales promotions, social media posts, blog posts articles and email newsletters.

Images capture attention and enhance the appeal of content, making it more engaging. Stock images are much more affordable than hiring photographers for custom shoots and can be accessed instantly, saving time and hassle.

They also come with licensing that ensures legal usage, reducing the risk of copyright infringement.

So they'll be looking for anything that catches a reader's eye, illustrate the themes of their content, and help it stand out.

Here are some popular subjects for these kinds of stock images:

- **Ageing:** Images showing the older generation. This includes active seniors in workplaces, playing sports, and using digital devices.
- **DIY images** showcasing home improvement are in demand.
- **Cooking and kitchen** – images of people in kitchens, families or a mum or dad cooking, as well as close ups of different kinds of food.
- **Mental Health** images that reflect mental stability, peace of mind, and stress management
- **Nature:** Photos capturing the beauty and tranquillity of natural settings.
- **Travel:** images that evoke a sense of adventure and exploration, or images depicting popular locations and scenes.
- **Environment:** images depicting environmental themes, climate change, weather events and pollution.
- **Seasonal:** food, costumes, customs, and nature from the different seasons of the year.
- **Retro:** Vintage aesthetics, including retro fashion, gadgets, and pop culture elements Images inspired by the 60s, 70s, 80s, and 90s.
- **Technology:** people using computers, smartphones, VR sets, wearable tech.
- **Science:** Photos with a scientific aesthetic, including lab settings, space themes, or people in sterile environments.
- **Symbolism:** Photographs with deeper meanings, often incorporating creative collages and eclectic elements.

These topics have high demand in the stock photography market but also offer a broad canvas for creativity, allowing you to leverage AI tools like Dall-E and Midjourney to generate unique and captivating images.

Content marketing is also tied to the news cycle – blog posts, social media posts and newsletters will often link into big stories and events. For instance an election, a breaking health story, a big movie release, Black Friday sales, or the onset of autumn.

Okay, so let's go through the market research process, step by step.

STEP ONE

Familiarise Yourself with Wirestock

Gelato does not have a section for browsing existing designs created by other users or designers.

The platform's emphasis is on the creation and customisation of products rather than showcasing a gallery of pre-made designs.

So leave that for now, and instead, go to Wirestock to see what kind of images are popular, what's missing, and which categories seem underserved.

Wirestock provides various features to support artists and photographers in monetizing their work. It includes a section where you can explore top-selling media, enabling you to browse designs.

You can use the 'explore' tab here to see 'top selling media'.

Explore top selling media

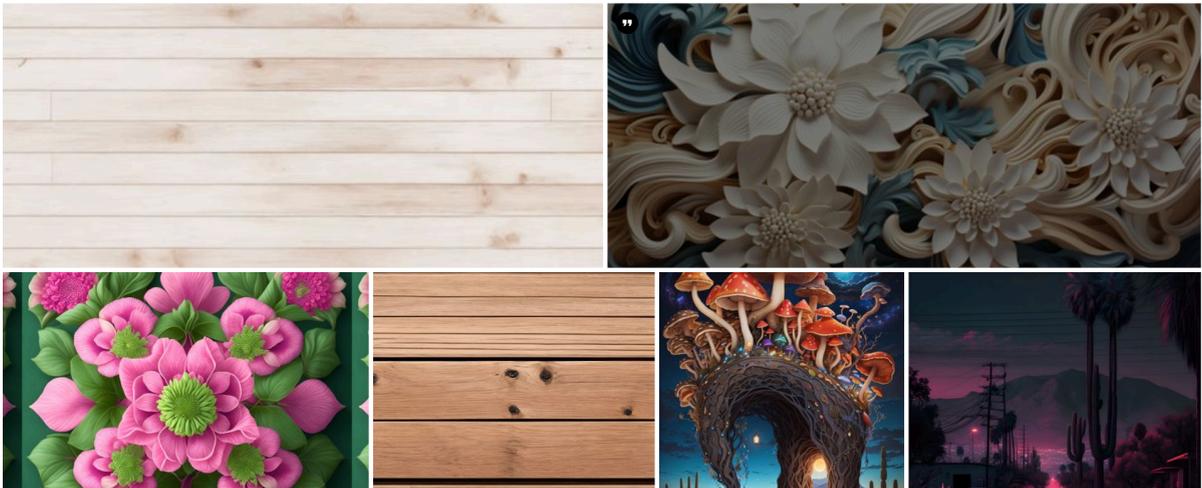
See more →



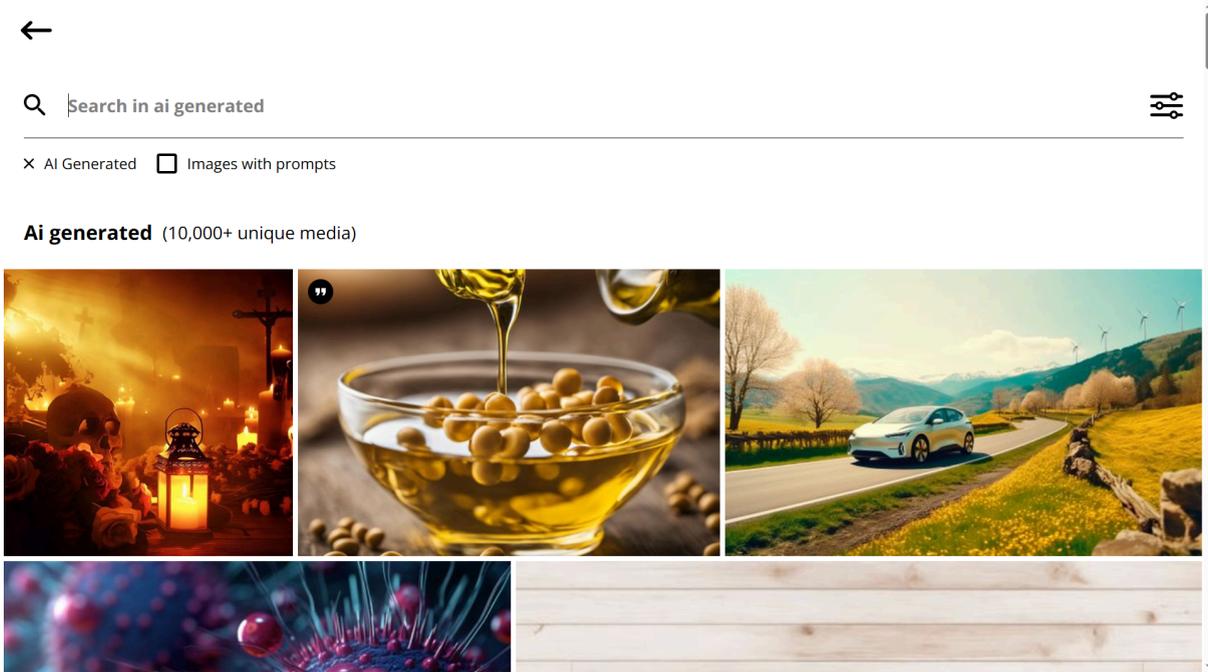
Further down you'll see top selling AI content.

Explore top selling AI content

See more →



Click on 'see more' and you'll be taken to a search bar specifically for browsing AI content.



My advice is to scroll through these top-rated images to get a feel for what's popular.

Pay attention to the artworks that are featured on the main page.

Look for recurring subjects or themes within a category. Are there certain elements or motifs that appear frequently?

- Pay attention to the popular colour palettes. Are they vibrant, muted, monochromatic?
- Identify whether the most popular images lean towards realism, abstract, minimalism, or other artistic styles.
- Observe how the elements in the images are composed. Is there a preference for close-up shots, wide landscapes, or a particular angle?
- Try to discern the mood or emotional tone conveyed by the artworks. Are they joyful, serene, dramatic?

Now use the search and filter functions to explore different categories – start broad with search terms like these:

- Nature

- Landscapes:
- Urban landscape
- Cityscapes
- People
- Lifestyles
- Technology and Innovation
- Food
- Travel
- Adventure
- Animals
- Wildlife
- Health
- Wellness
- Abstract
- Artistic
- Seasonal
- Holidays
- Fantasy
- horror

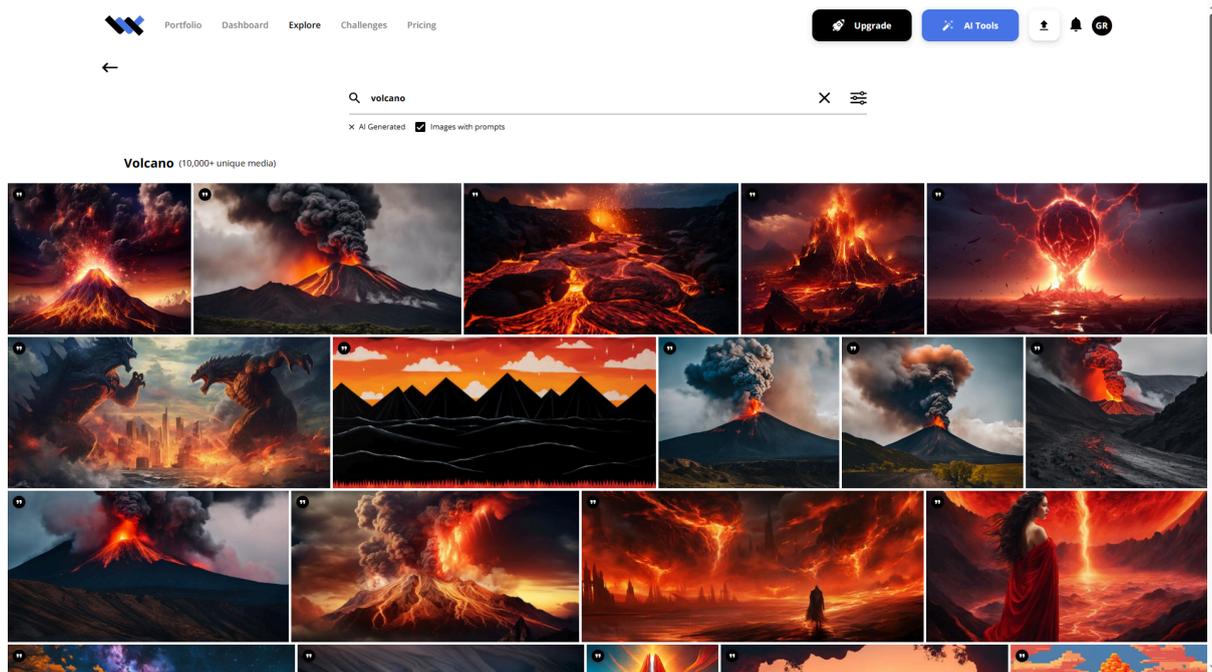
Then start drilling down into narrower categories:

- Mountains and Valleys
- Beaches and Coastal Scenes
- Forests and Woodlands
- Deserts and Dunes
- Skyscrapers and Modern Buildings

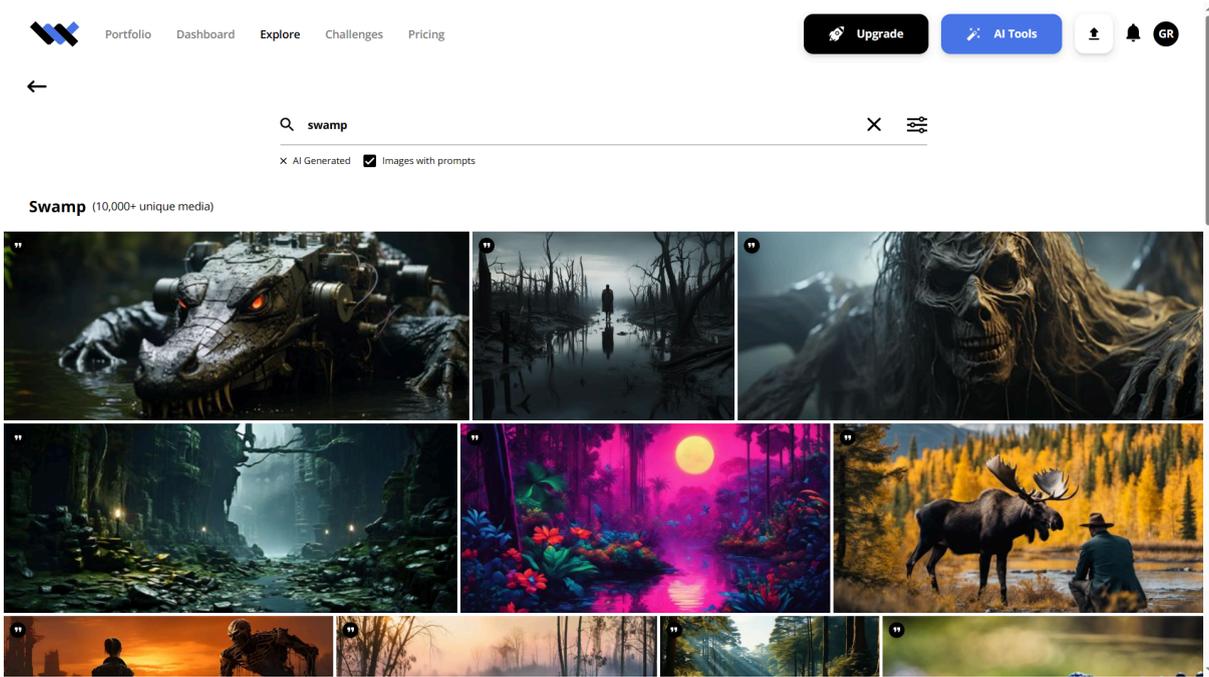
- Historic Towns and Streets
- Night City Views
- Street Art and Graffiti
- Urban Street Fashion
- Workplace and Business
- Cultural Traditions
- AI and Robotics
- Renewable Energy
- Virtual Reality
- Futuristic Cities
- Vegan and Vegetarian Dishes
- Street Food
- Exotic Cuisine
- Baking and Desserts
- Exotic Destinations
- Hiking and Camping
- Cultural Landmarks
- Underwater Exploration
- Endangered Species
- Domestic Pets
- Birds in the Wild
- Marine Life
- Yoga and Meditation
- Fitness Training
- Mental Health Awareness
- Healthy Eating

- Digital Abstract Art
- Traditional Art Techniques
- Conceptual Art
- Minimalist Designs

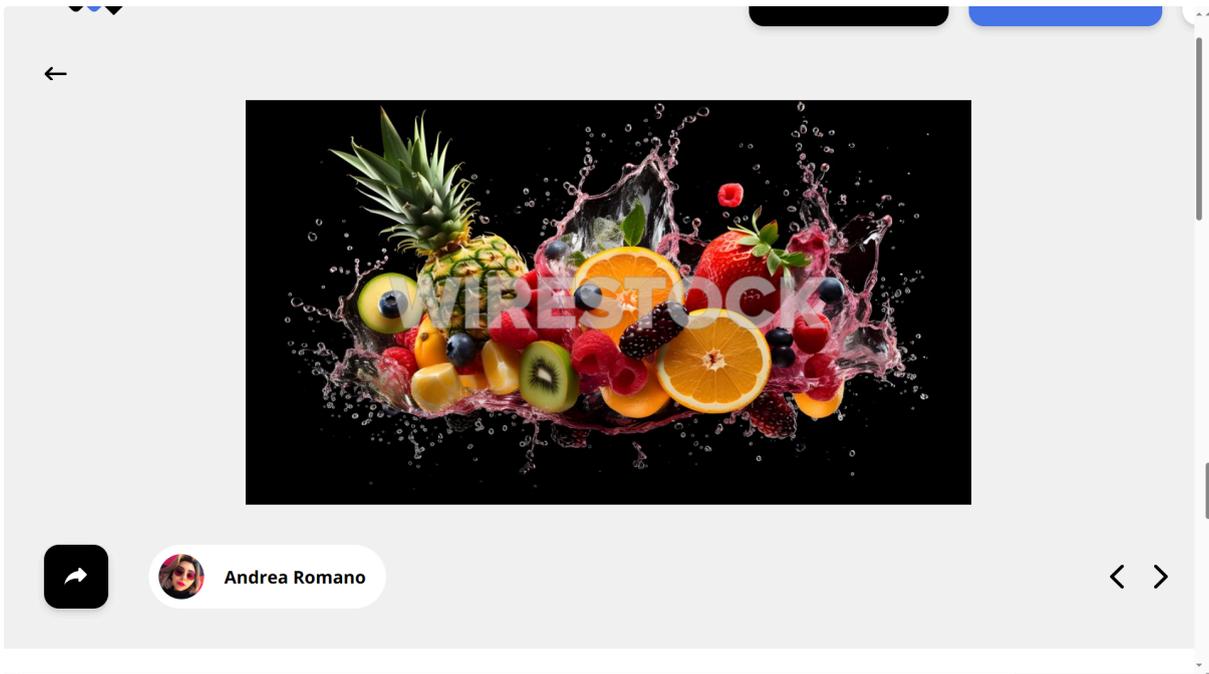
You can then get even more specific, for instance – ‘mountains and valleys’ could lead to ‘volcano’, producing a series of images like this:



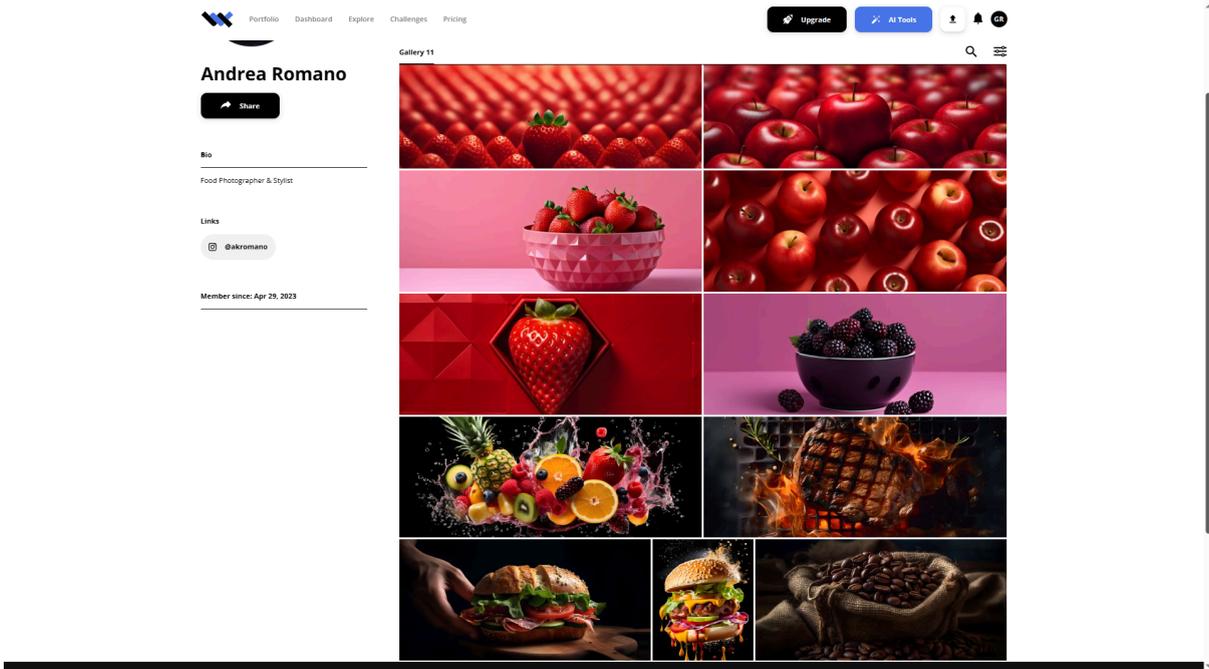
Or forests and woodlands could be narrowed down to ‘swamp’



When you see something you like, you can click on an image to see the full image – with the creator's name below.



You can then see the rest of their work:



There is no scientific way to analyse the results, as Wirestock doesn't give any stats like downloads, sales or views.

However, you can look for gaps in the offerings.

Are there categories or themes that seem underrepresented?

Consider niche subjects that might not be extensively covered. For instance World cup football doesn't bring up anything soccer related, and only ONE American football image.



🔍 world cup football

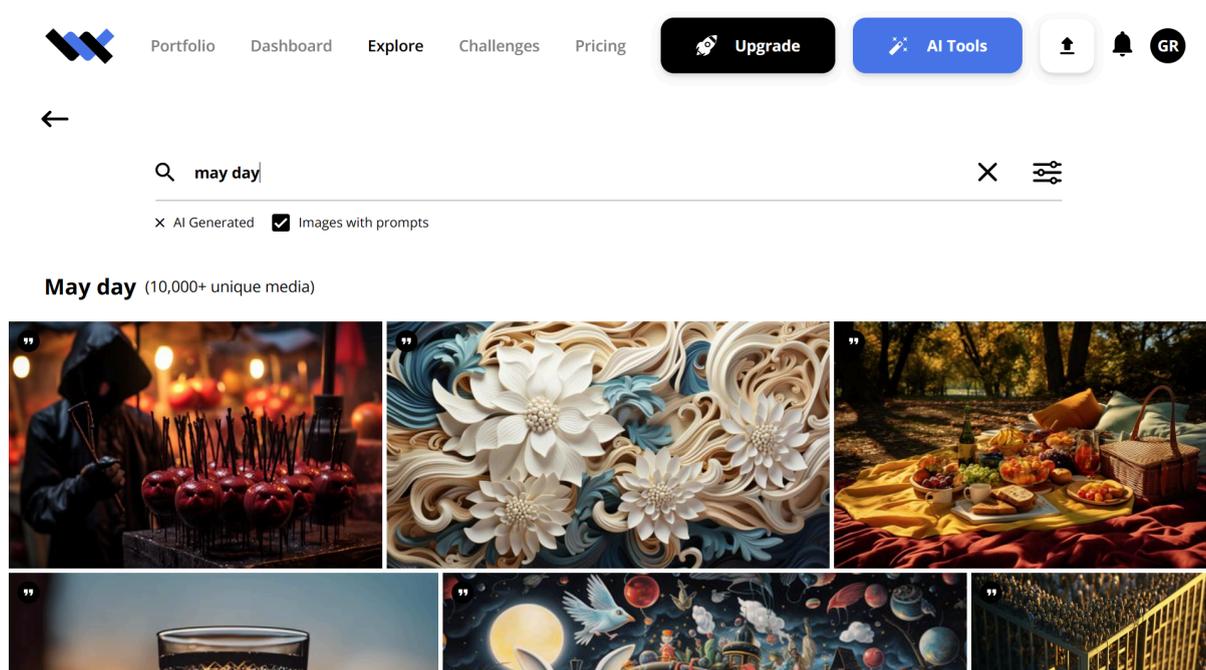


✕ AI Generated Images with prompts

World cup football (10,000+ unique media)



An example might be 'May Day' which doesn't have much related to the subject.



These categories might offer opportunities as they are less saturated.

You can also use ChatGPT with this prompt:

➔ **“What are the most popular images on Wirestock?”**

It might give you the following:

Here is a summary of the most popular image themes on Wirestock throughout different months, which can provide inspiration for creating AI-generated images for content marketers and small businesses:

1. February 2023:

- **Valentine's Day:** Romantic moments, couples in everyday settings, authenticity in love portrayals.
- **Bold Minimalism in Illustrations:** Vibrant colours, abstract shapes, large shapes against simple backgrounds.
- **Candid Office Scenes:** Real-life moments in business settings, showcasing culture and values.
- **STEM (Science, Technology, Engineering, and Mathematics):** Images showing people of all ages engaged in STEM activities.

2. **October 2023:**

- **Halloween:** Vibrant, themed visuals, children and adults in costumes, Halloween activities.
- **Seniors Rediscovering the World:** Senior citizens travelling, engaging in various activities.
- **'90s Aesthetics:** Bold typography, abstract shapes, 90s-inspired colour palettes.
- **Life's Accidental Moments:** Candid, unintentional captures of everyday life.

3. **August 2023:**

- **Road Trips:** Capturing the joy of driving, families, and friends on road trips.
- **Youth Athletics:** Young athletes in action, sportsmanship, and parental support.
- **Age in Tech:** Older individuals in technology roles, challenging stereotypes.
- **Dynamic Aesthetic:** Brutalism in design, bold lettering, monochrome or minimalist colour palettes.

4. **November 2022:**

- **Women Leaders:** Women in leadership roles across various industries and settings.
- **Virtual Hobbies:** Indoor activities and hobbies, learning new skills via devices.
- **Diverse Vector Art:** Illustrations depicting diversity in everyday contexts.
- **Season of Giving:** Holiday-themed images focusing on gift-giving and festive interactions.

But don't make any decisions yet. You can get a lot more scientific by taking your research outside of Wirestock.

Step Two

Spot Online Digital Art Trends

The next step is to get some specific details on what is trending right now in the AI image world, what niches are doing well, and where there might be profitable smaller sub-niches to tap into.

You can use Chat GPT for this:

“Act as my keyword researcher. I want you to give me a comprehensive list of hashtags and keywords I can use to find examples of trending digital images.”

You can also add more specific elements to this prompt:

→ “Act as my keyword researcher. I want you to give me a comprehensive list of hashtags and keywords I can use to find examples of trending digital images **that are used in content marketing.**”

→ “Act as my keyword researcher. I want you to give me a comprehensive list of hashtags and keywords I can use to find examples of trending digital images **that are popular for print on demand products like art prints, t-shirts, bags etc.**”

As a shortcut, here is a comprehensive list of keywords and hashtags that cover a range of categories from digital art to AI art, suited for both consumer and business needs.

You can use them to discover popular images and trends online, particularly for designs related to home decor, wall prints, business use like blog posts, brochures and websites.

Digital Art

Keywords

- Digital artwork
- Contemporary digital

- Graphic illustration
- 3D art design
- Futuristic digital art
- Abstract digital
- Photoshop art creations

Hashtags

- #DigitalArt
- #DigitalArtist
- #CGI
- #3DArt
- #DigitalIllustration
- #ModernArt
- #PhotoshopArt

Wall Prints & Home Decor

Keywords

- Modern wall prints
- Artistic home decor
- Abstract prints
- Canvas art
- Vintage wall decor
- Minimalist home prints
- Nature-inspired wall art

Hashtags

- #WallPrints
- #HomeDecor

- #CanvasArt
- #InteriorDesign
- #DecorInspiration
- #WallArtDecor
- #PrintsForHome

Illustration & Print Design

Keywords

- Creative illustrations
- Print design trends
- Editorial illustration
- Book cover art
- Vector graphics
- Fashion illustration
- Children's book art

Hashtags

- #IllustrationArt
- #PrintDesign
- #VectorArt
- #EditorialIllustration
- #BookIllustration
- #FashionIllustrator
- #GraphicIllustration

Print on Demand

- #PrintOnDemand

- #PODArt
- #TShirtDesign
- #ArtPrints
- #CustomTees
- #MerchDesign
- #GraphicTees
- #IllustrationArt
- #PODMerch
- #CreativePrints
- #DesignInspiration
- #EtsyFinds
- #RedbubbleArtist
- #TeePublic
- #Society6Art
- #PODStore
- #CustomApparel
- #ArtMerch
- #UniquePrints
- #PrintfulDesigns

Keywords

- Trending POD designs
- Best-selling print-on-demand art
- Popular t-shirt graphics
- Art print trends
- Custom bag designs
- Print-on-demand illustration

- Unique merch ideas
- Etsy print-on-demand bestsellers
- Redbubble trending designs
- TeePublic popular tees
- Society6 top art
- Printful design inspiration
- POD clothing trends
- Digital art for merchandise
- Creative print ideas

AI Art

Keywords

- AI-generated art
- Machine learning art
- Algorithmic art designs
- Neural network art
- Computational creativity
- Generative art
- AI abstract art

Hashtags

- #AIArt
- #ArtificialIntelligenceArt
- #GenerativeArt
- #MachineLearningArt
- #NeuralArt
- #DigitalCreation

- #TechArt

Business and Commercial

Keywords

- Corporate digital art
- Business graphics
- Professional web illustrations
- Marketing visuals
- Infographic design
- Educational illustrations
- Branding artwork
- Trending digital images
- Content marketing visuals
- Social media design trends
- Current graphic design trends
- Popular stock photos
- Eco-friendly marketing images
- Influencer marketing visuals
- Viral content examples
- Branding and design trends
- SEO-friendly images
- User-generated content examples
- Digital advertising trends
- Visual storytelling techniques
- Seasonal marketing images
- Cultural event visuals

Hashtags

- #BusinessGraphics
- #MarketingArt
- #WebIllustration
- #CorporateArt
- #Infographics
- #EducationalArt
- #BrandingDesign
- #ContentMarketing
- #DigitalMarketing
- #BrandStrategy
- #VisualContent
- #SocialMediaTrends
- #MarketingTips
- #CreativeDesign
- #GraphicDesign
- #TrendingDesigns
- #PhotographyTrends
- #SEOStrategy
- #DigitalTrends
- #InfluencerMarketing
- #ViralContent
- #MarketingInnovation
- #OnlineBranding
- #UserGeneratedContent

- #VisualStorytelling
- #EcoFriendlyBranding
- #TechTrends

Additional Categories

For Minimalist and Modern Trends

- #MinimalistArt
- #ModernDesign

For Nature and Environmental Themes

- #NatureArt
- #EcoArt

For Cultural and Ethnic Art

- #CulturalArt
- #EthnicDesign

For Pop Culture and Urban Styles

- #PopArt
- #UrbanArt

Using these keywords and hashtags can guide your search across various platforms that I'm about to show you.

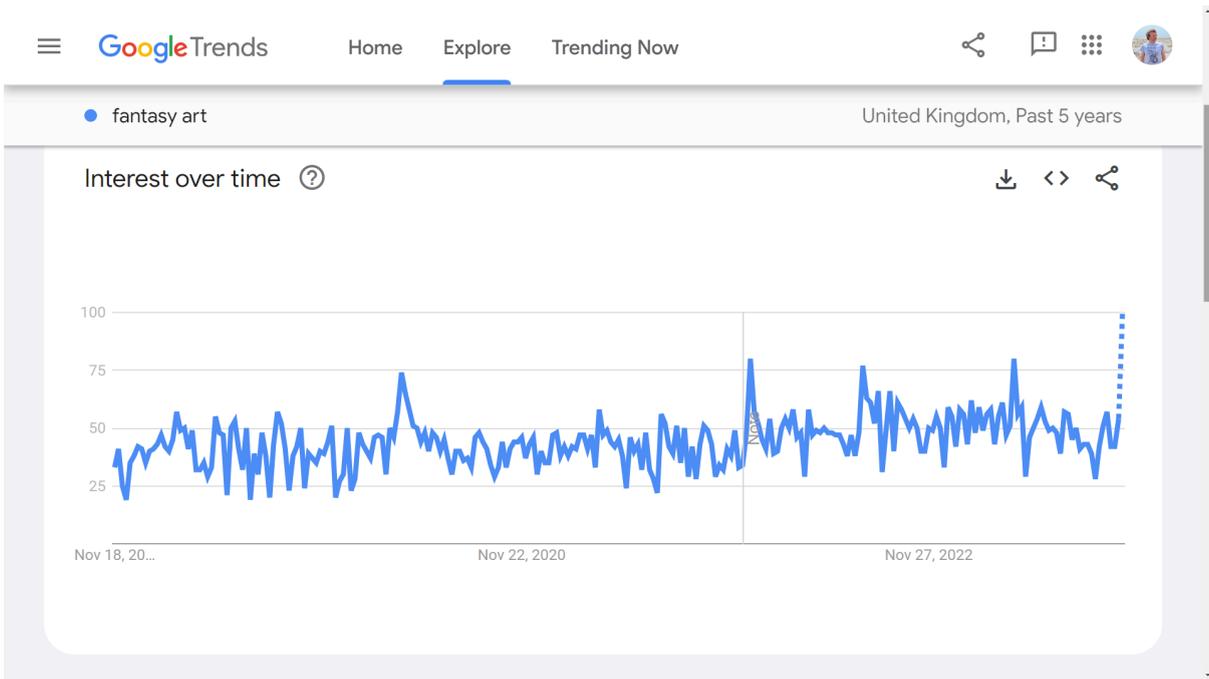
Let's begin with...

Google Trends

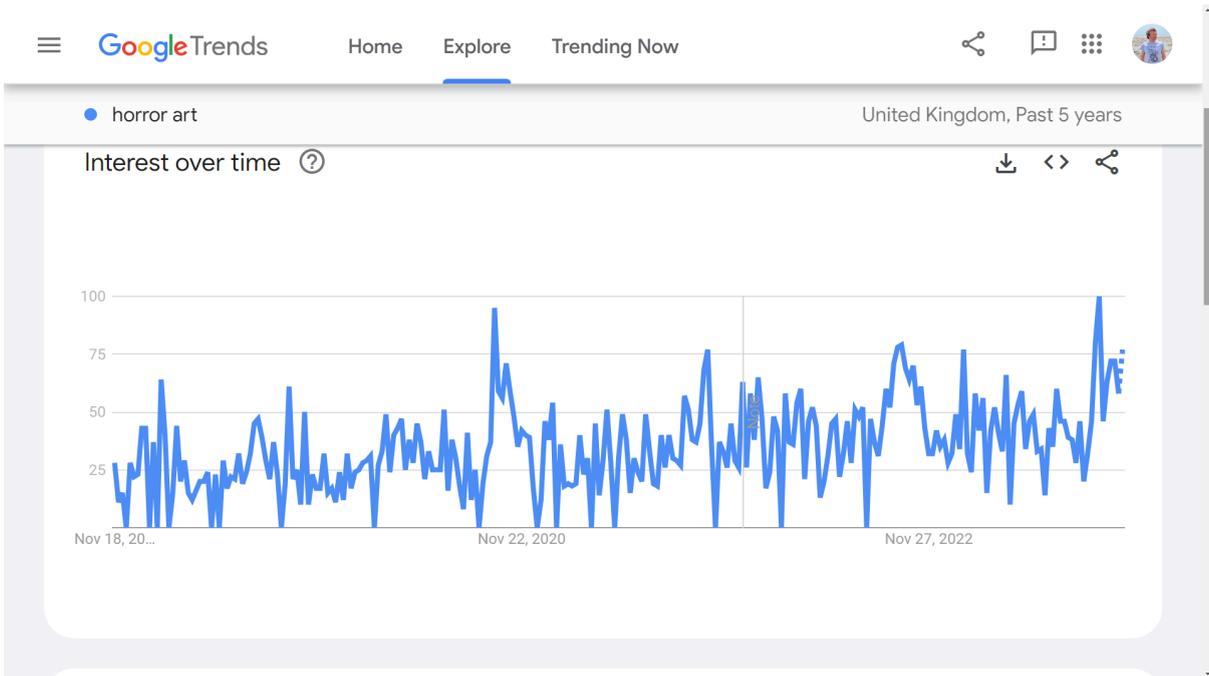
Go to Google Trends.

Search for Art-Related Terms – genres, styles, etc. Input the keywords above to see the trends over time (I recommend setting it to 5 years).

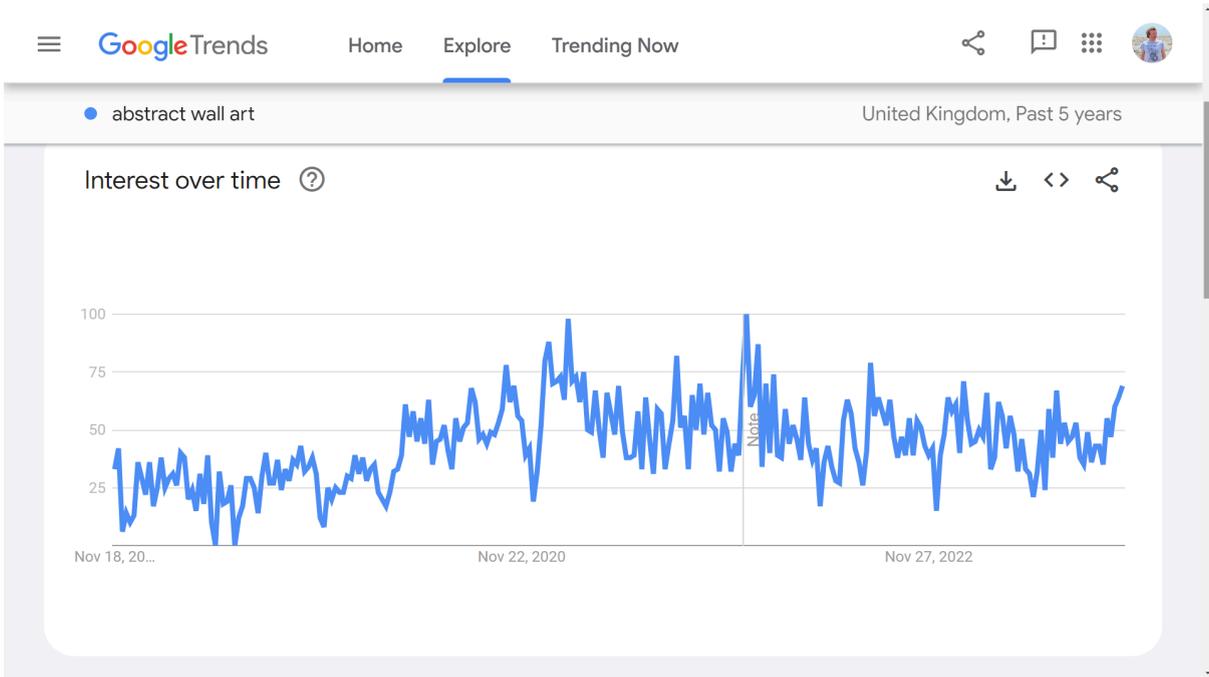
Here's 'fantasy art':



Or 'Horror art'

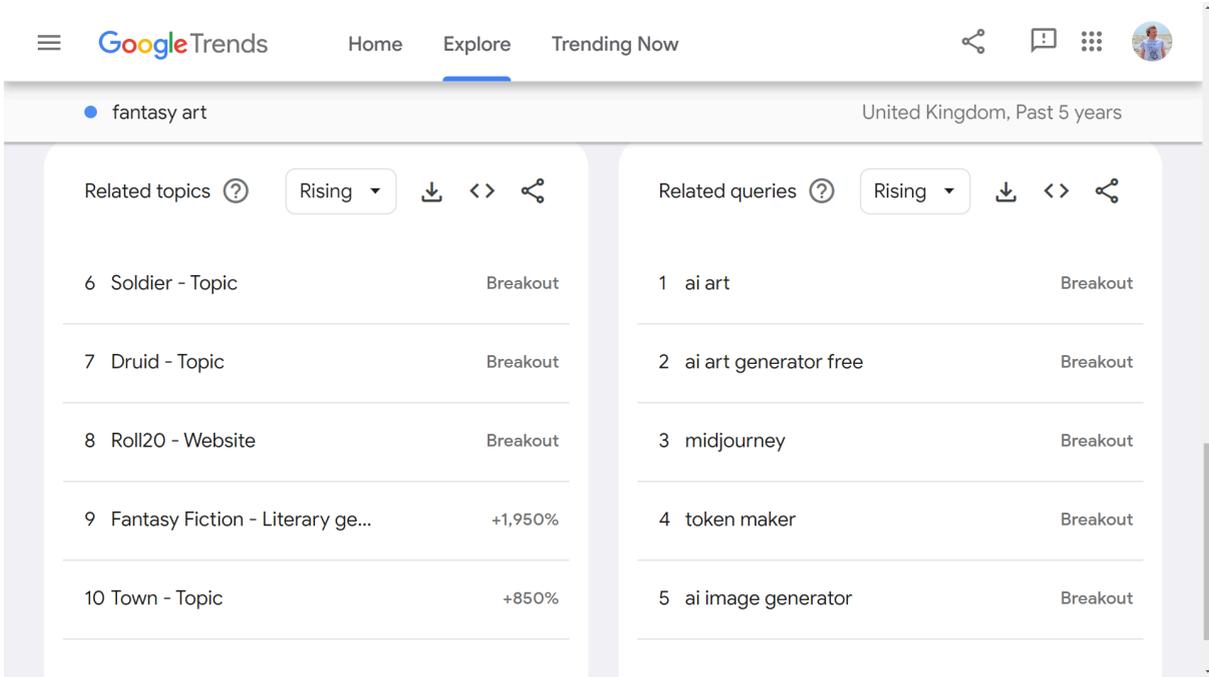


Or 'abstract wall art'

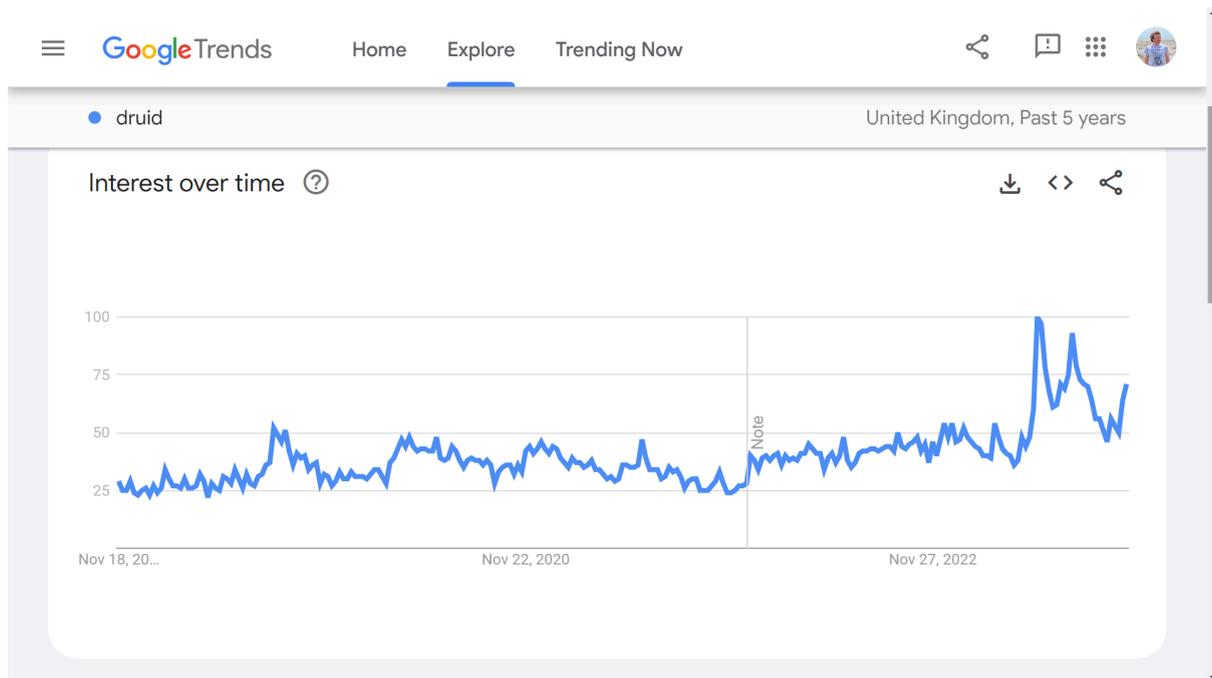


Look beneath the chart at the 'Related queries' section for additional trending topics.

So for example, in the search for 'fantasy art' there are these suggestions:



You could select, say, "druid" and then see what that trend is like:



That's a strong uptrend, suggesting that images of 'druids', or related images (solstices, neolithic structures, etc) could be an avenue to explore.

Here are some more starter search terms you can use:

- Wall Art
- Modern Wall Art
- Abstract Wall Art
- Pop Art Wall Decor
- Art Deco Wall Art
- Street Art Prints
- Bohemian Wall Art
- Scandinavian Wall Design
- Surrealist Art Prints
- Contemporary Wall Art
- Graffiti Wall Art
- Industrial Style Wall Art

- Rustic Decor

Again, use the related search terms and see if you can find narrower related topics to pursue.

Social Media

Social media is a good place to see what's trending. Use the list of keyword and hashtags to explore these three networks:

- **Instagram:** Visit Instagram and search for hashtags like #DigitalArt, #ArtTrends, #AIart, etc. Look at the top and recent posts to gauge what's currently popular.
- **Pinterest:** search for similar art-related terms and themes. Observe the pins and boards that have high engagement.
- **TikTok.** Search for art-related hashtags. Watch for trending videos related to art and notice any common themes.

To judge how strongly something is trending on social media, look for the following:

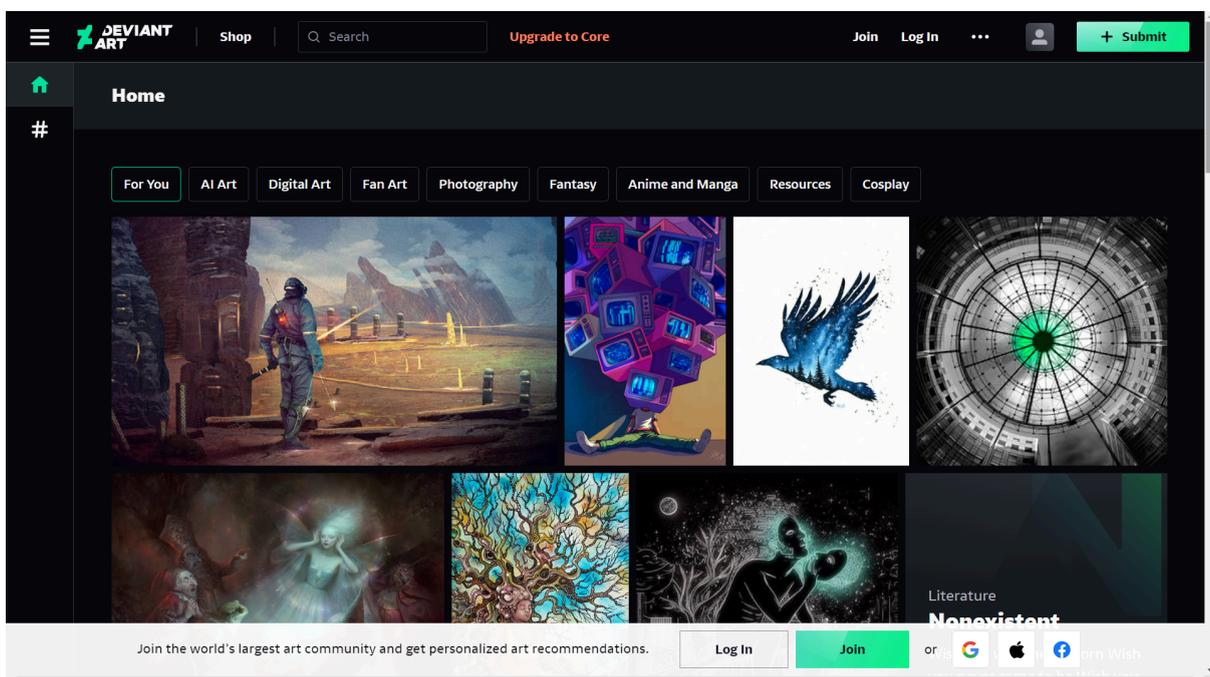
- **Volume of Posts:** A large number of posts under a specific hashtag usually indicates a trending topic.
- **Recent Activity:** Check how recent the posts are. A trending topic will have frequent and recent posts.
- **Engagement Rates:** High levels of likes, shares, comments, and views suggest that the content is resonating with the audience.
- **Inclusion in 'Trending' or 'Popular' Sections:** Many platforms have dedicated sections for trending content. If the hashtag or related content appears there, it's a strong sign of trending.
- **Influencer Activity:** If influencers or popular accounts are using the hashtag, it's likely trending.

- **Cross-Platform Presence:** If the same topic or hashtag is trending across multiple social media platforms, it's a strong trend.

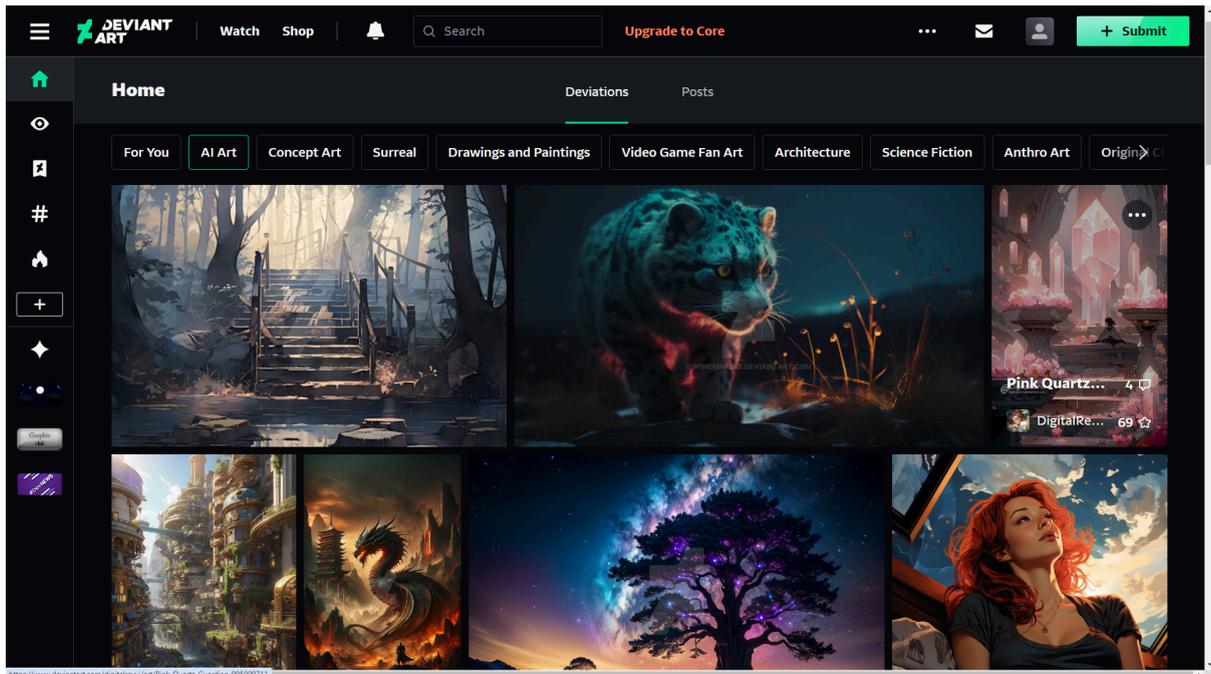
Analyse online communities

[Reddit.com](https://www.reddit.com): Visit subreddits like r/Art, r/DigitalArt, and r/Artificial for AI-related art. Look for posts with high engagement and notice the themes or subjects.

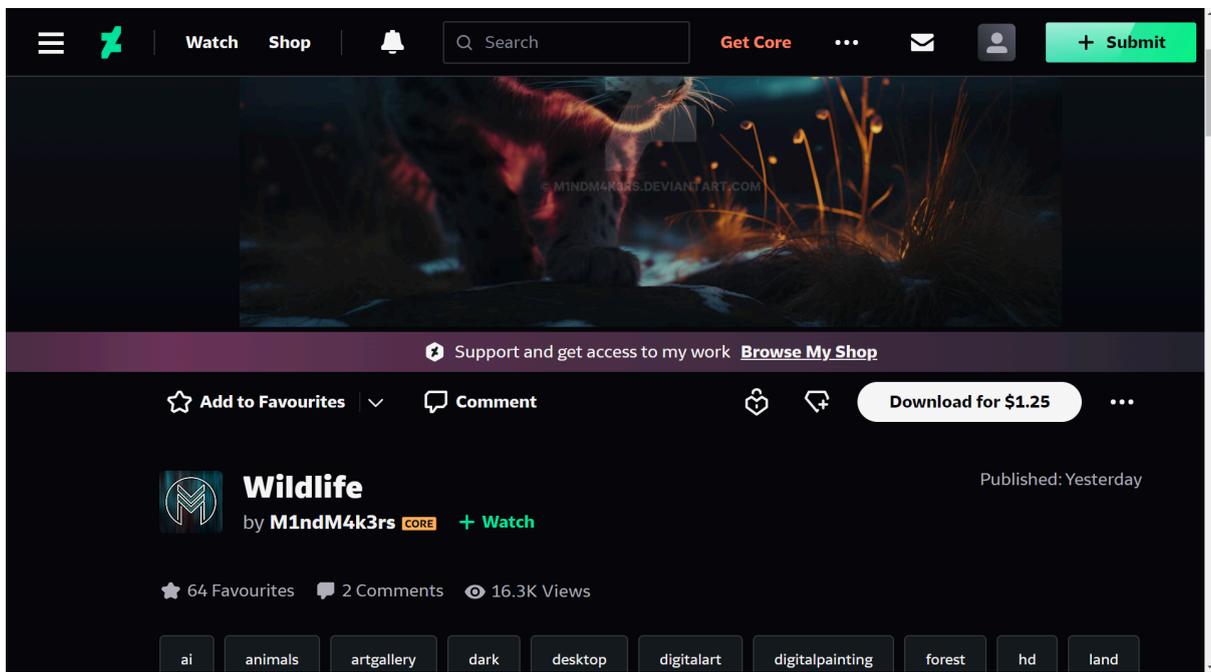
Go to [DeviantArt.com](https://www.deviantart.com) and explore the front page and popular sections.



Click on 'AI Art' to see what's trending:

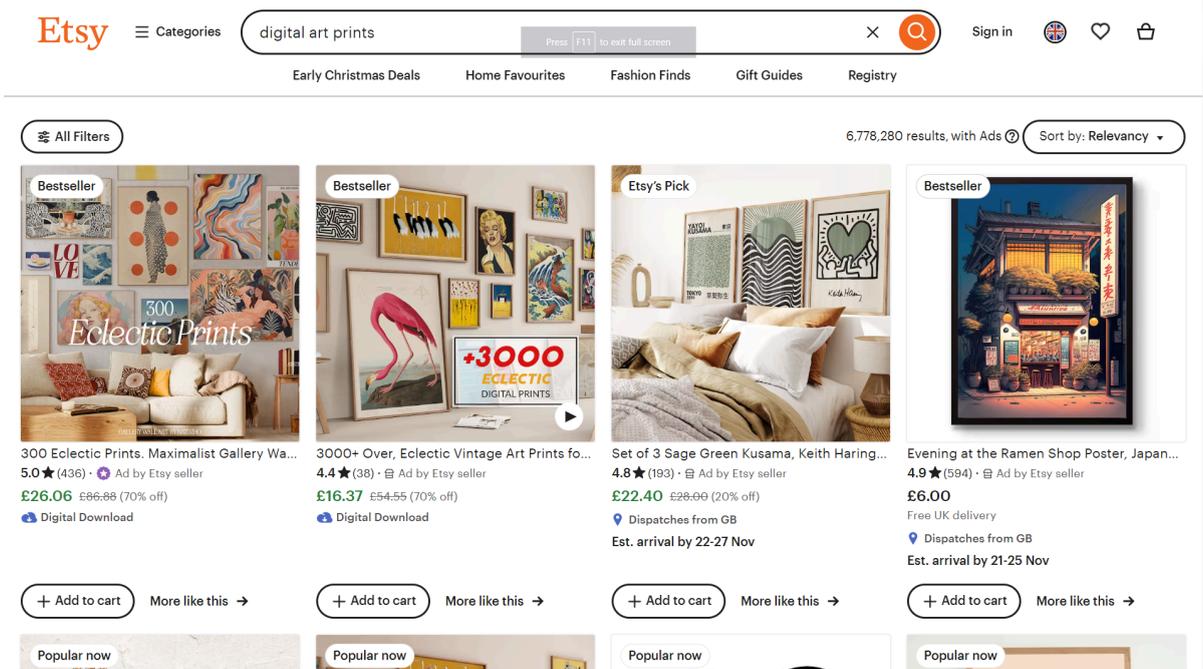


Pay attention to the themes and styles of the most appreciated works. For example, the trending AI cat image has over 16,000 views and 65 favourites.



[Etsy.com](https://www.etsy.com)

This shows you what the bestsellers are right now in categories like 'wall art' or digital prints.

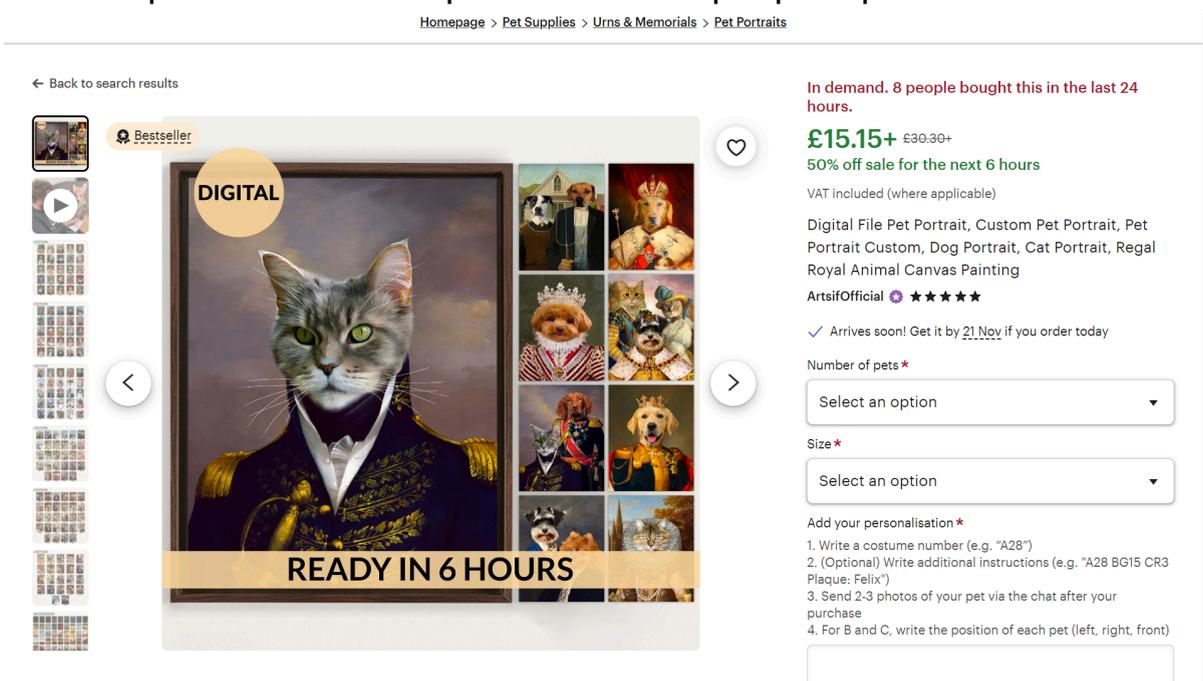


Navigate to the "Art & Collectibles" section on Etsy. Explore subcategories like "Prints", "Digital Prints", Search for terms like "popular art prints", "trending prints", or "bestselling prints".

Etsy often curates collections under "Editor's Picks" which can highlight trending items.

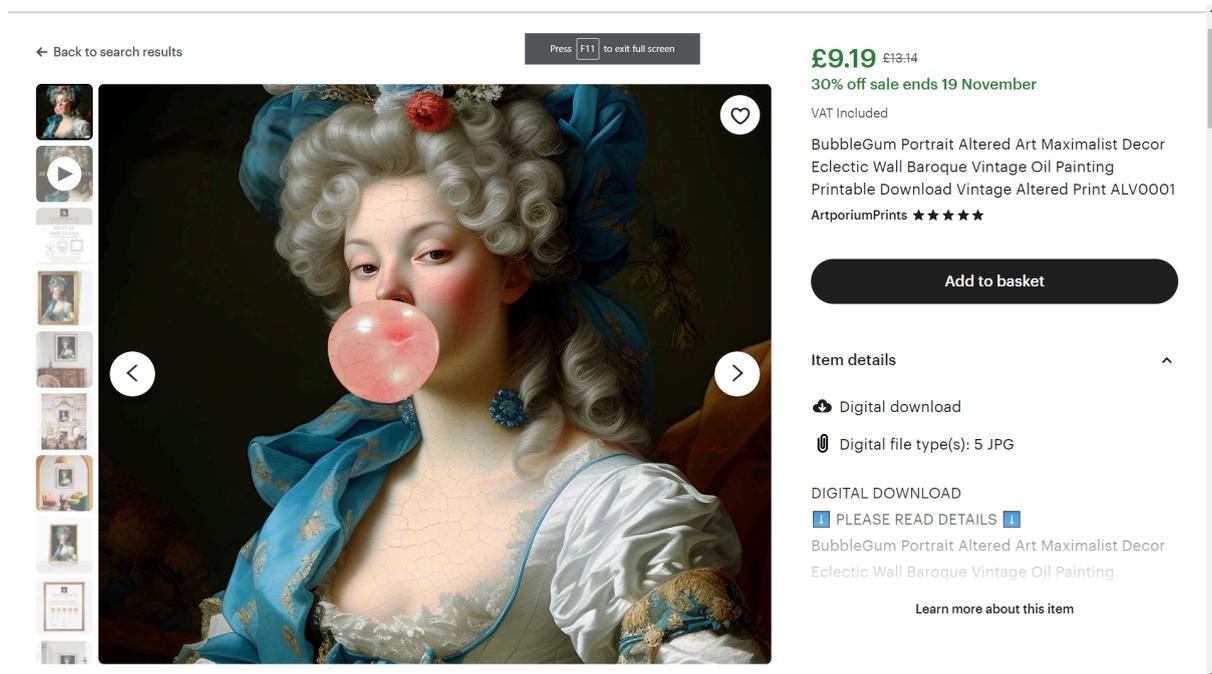
Shops with high ratings and numerous reviews are likely selling popular items.

An example is this custom print service for people's pets:



It is in demand with 8 purchases in the last 24 hours.

Here's another popular digital print:



It has great reviews, posted recently.

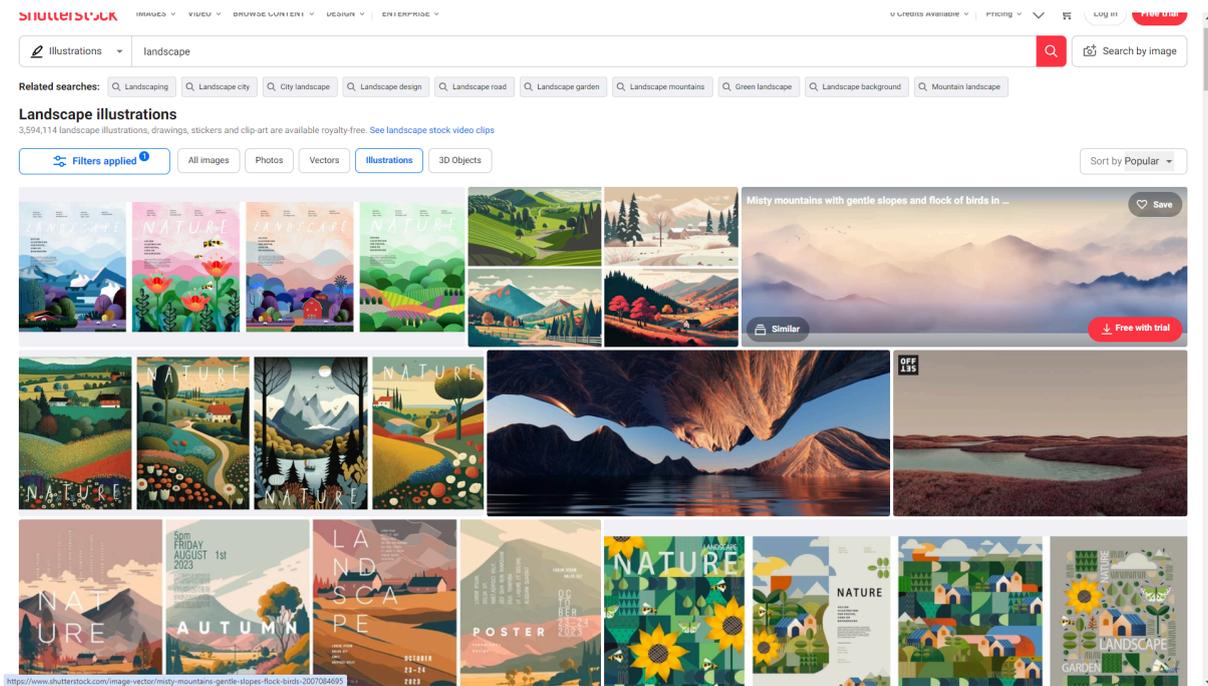
These could be inspiration for ideas you then take back to your AI image creator – or they could help you fix on a niche.

In these two examples, you might consider going for old fashioned Victorian/Georgian images of modern pets and people with contemporary touches.

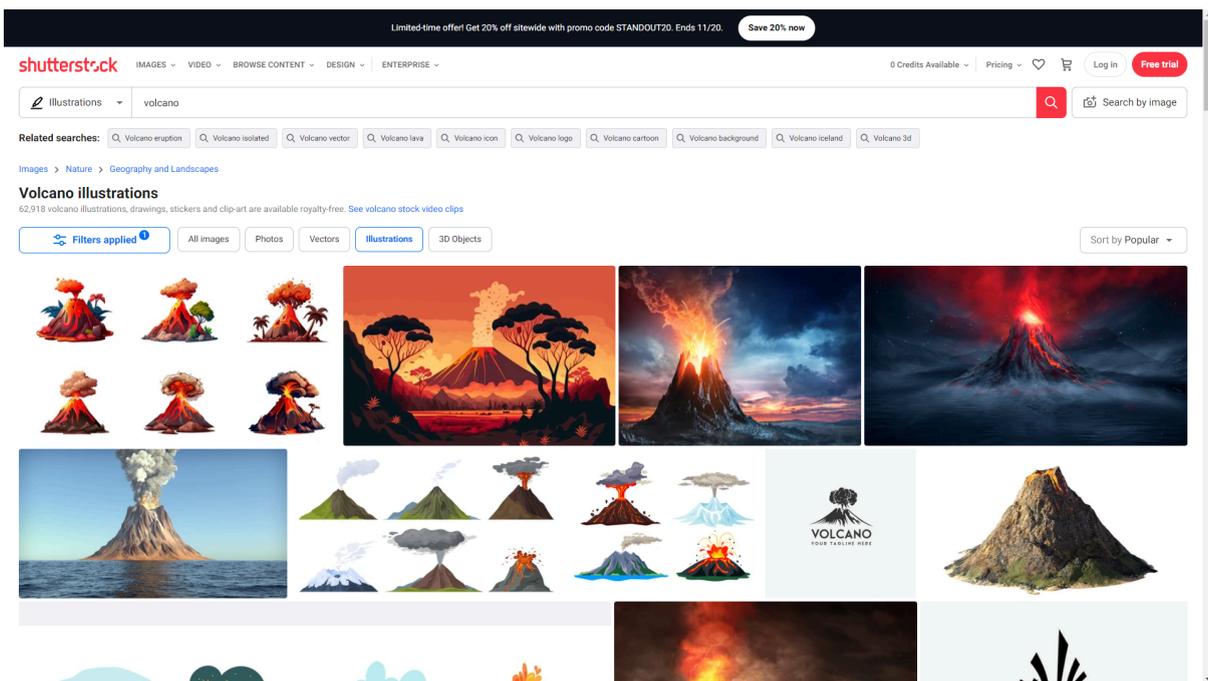
[Shutterstock.com](https://www.shutterstock.com)

Shutterstock often features popular categories and bestsellers on their homepage or in specific sections. This can give you a sense of trending themes and styles.

You can pick a topic in the search bar, then filter it to “illustrations” and then make sure it’s filtered by ‘popularity’ to get an idea. Here’s the broad category ‘landscape’.



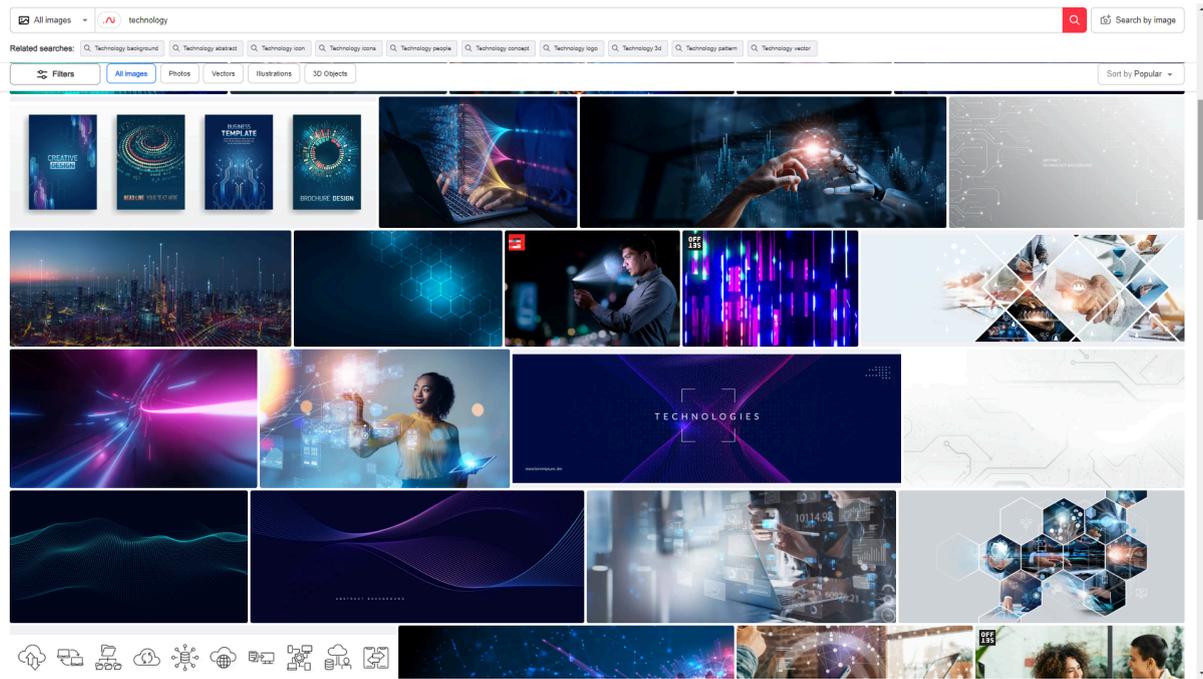
Here's something more specific like 'volcano'



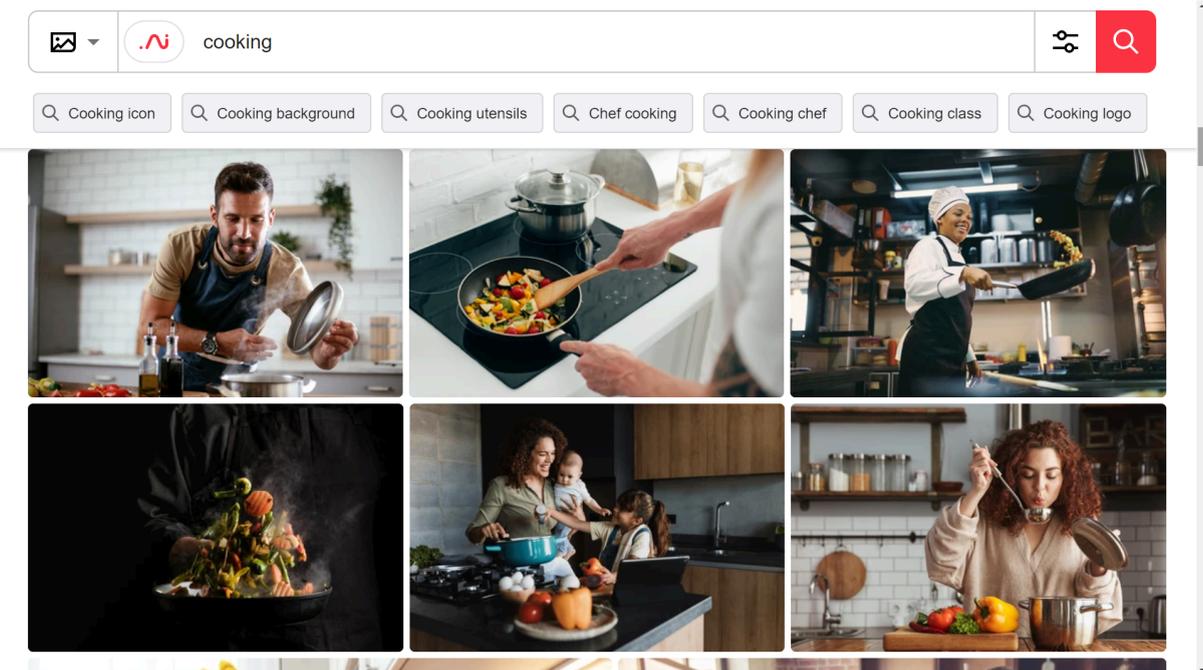
Shutterstock is also very good for researching the popularity of images for use by businesses, as marketers, bloggers and designers regularly use libraries like Shutterstock.

Browse through various categories like business, technology, lifestyle, and nature to understand what types of images are currently popular.

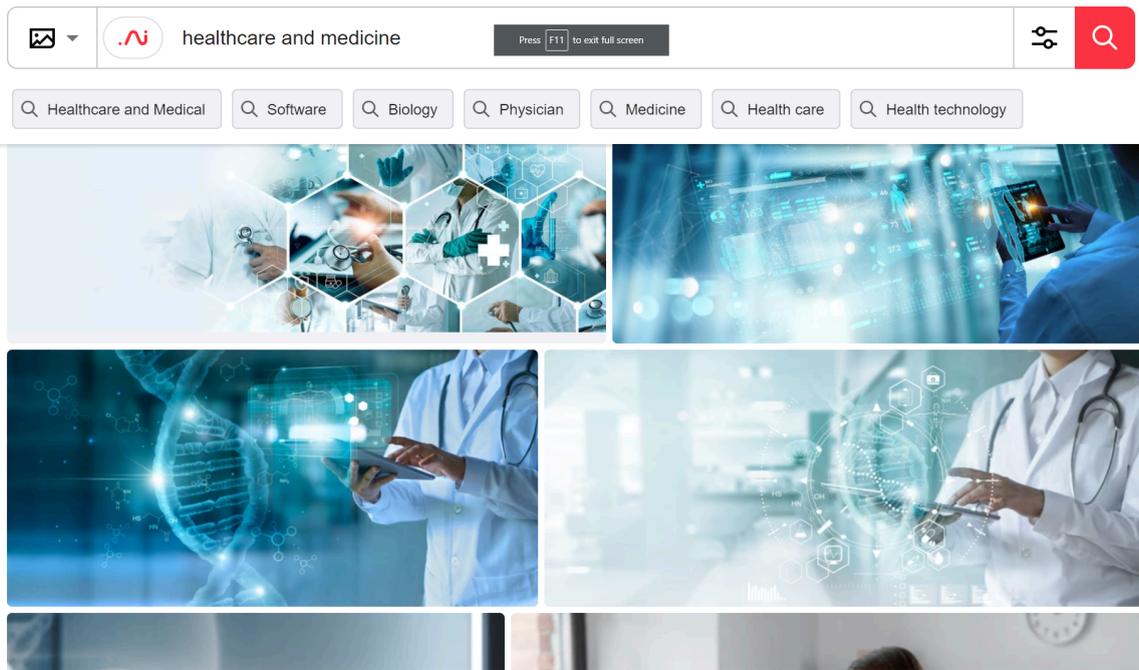
For example, 'technology' delivers a set of popular images like this::



Or here's the result for 'cooking'



And here's 'healthcare':

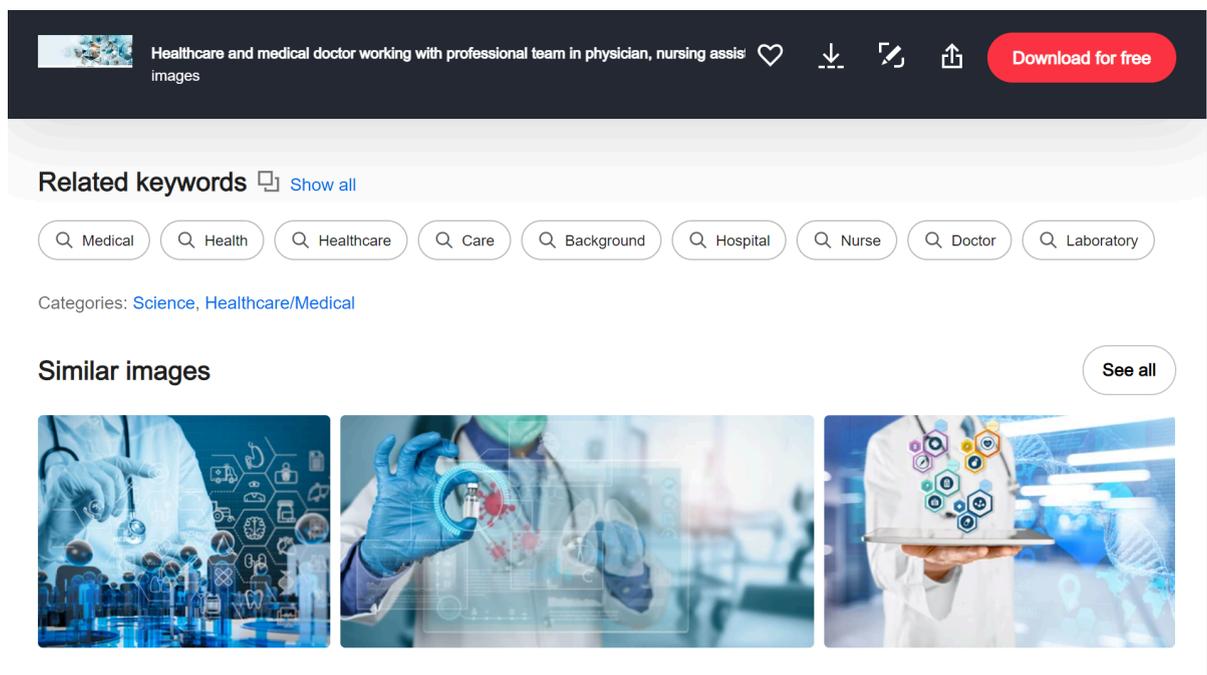


Here are some categories to try:

- Business and Finance
- Technology and Innovation
- Healthcare and Medicine
- Education and Learning
- Lifestyle and Leisure
- Food and Beverages
- Travel and Tourism
- Nature and Environment
- Sports and Fitness
- Fashion and Beauty
- Art and Culture
- Family and Relationships
- Animals and Wildlife
- Architecture and Real Estate
- Holidays and Celebrations

- Transportation and Industry
- Abstract and Conceptual
- Backgrounds and Textures
- News and Current Events
- Social Issues and Diversity

If you click on an image and look below it, you'll see a list of other more niche keywords to try. For instance, below a 'healthcare' image you can see 'medical', 'hospital', 'doctor', 'laboratory'.



Online Art and Design Publications

Visit websites like [ThisIsColossal.com](https://thisiscolossal.com)

Colossal features innovative and genre-defying works from both established and emerging artists, across a range of media. It's an excellent resource for staying updated on what's hot in the art world.

If you look at the navigation bar, you can pick categories like 'landscapes' which will help you see what's going on in that area.



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					Nature
					Plants
					Surreal

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Random post

Workshop: Paper Scales as Texture with Hollie Chastain

JULY 21, 2022 GRACE EBERT

<https://www.thiscolossal.com/tag/landscapes/>

The first result is a series of images of starlings in a murmuration so that could be a great idea for your own work.

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Markos Kay

A Satisfying Stop-Motion Tutorial by omozec Effortlessly Slices and Assembles a Wooden Box Entirely by Hand

See the rest of the Collection >>

Another entry profiles this artist who is using light in the landscape:

Circular Light Paintings Nestle into Craggy Grooves and Valleys in Reuben Wu's Unearthly Photos

OCTOBER 7, 2023

GRACE COBB



Also check out DesignBoom <https://www.designboom.com/> for the latest in art and design. Look for articles and features on trending art styles and subjects.

Step Three Drill Into a Sub Niche

Based on this research, you should have an idea of what's trending in the world of digital art. You should also have some ideas of areas where you think AI-generated art could have a market advantage or fill a gap.

But let's first get organised. Create a new Word document or spreadsheet to organise your findings, categorising them into sections like

- 'Popular Categories'
- "Popular niches".
- 'Popular Art Styles'
- 'Underserved Niches'
- "Favourite images"

Creating and selling AI-generated images on platforms like Wirestock can be competitive, but with the right strategy, you can identify areas that have high demand and less competition.

For example, rather than competing in oversaturated categories like natural landscapes or animal portraits, you should focus on a niche.

Consider the "Long Tail" approach where you identify smaller, narrower subjects that may not have big demand in terms of volume but will appeal to small special interest audiences.

Let's prompt ChatGPT:

→ "I want to sell images on [insert platform] that will be of interest to [target market]. My chosen category is [category]. But this is too broad. Could you suggest some potentially profitable niches within this field where there is demand, but not as much competition."

Eg

→ "I want to sell images on Wirestock that will be of interest to content marketers and small businesses. My chosen category is technology. But this is too broad. Could you suggest some potentially profitable niches within this field where there is demand, but not as much competition."

ChatGPT might respond with:

- **Emerging Tech Trends:** Focus on cutting-edge technologies like quantum computing, blockchain applications beyond cryptocurrencies, or 5G technology.
- **Niche Gadgets:** Cover specific types of gadgets, like wearable tech for health monitoring, smart home devices, or unique, innovative tools for specific industries.
- **Cybersecurity:** Highlight aspects of cybersecurity, such as ethical hacking, data encryption, or personal data protection strategies.

- **Tech in Specific Industries:** Tailor your images to show how technology is impacting specific sectors like agriculture (AgriTech), education (EduTech), or healthcare (HealthTech).
- **Sustainable Tech:** Focus on green technology, sustainable energy solutions, or eco-friendly gadgets.
- **Tech in Everyday Life:** Showcase how everyday tech influences ordinary life, like smart appliances, AI in daily tasks, or technology in remote work settings.
- **DIY Tech Projects:** Images of DIY tech projects, maker culture, or home-built gadgets.
- **Tech in Non-Traditional Settings:** Technology used in rural areas, underrepresented communities, or in non-traditional ways.

Now pick one of these niches and see if you can drill down into narrower sub niches.

➡ “Give me X sub niches for [niche]”

Eg.

➡ “Give me 20 sub niches for 'emerging tech trends'.

ChatGPT might come up with:

1. **Quantum Computing:** Focus on the hardware and applications of quantum computers.
2. **5G Networks:** Highlight infrastructure, devices, and applications benefiting from 5G.
3. **Blockchain in Various Industries:** Beyond cryptocurrency, like in supply chain or healthcare.
4. **Artificial Intelligence in Everyday Life:** AI in home appliances, personal assistants, etc.
5. **Augmented Reality (AR) Experiences:** AR in gaming, education, or retail.

6. **Virtual Reality (VR) Beyond Gaming:** VR in training, therapy, and art.
7. **IoT Smart Cities:** Connected devices in urban infrastructure and public services.
8. **Biotechnology Advances:** Gene editing, bioprinting, and personalised medicine.
9. **Autonomous Vehicles:** Self-driving cars, drones, and other transportation modes.
10. **Clean Energy Tech:** Solar innovations, wind energy, and new energy storage solutions.
11. **Neural Networks and Deep Learning:** Specific applications and hardware.
12. **Wearable Health Tech:** Devices monitoring health and providing medical data.
13. **Edge Computing:** Technology processing data at the network edge.
14. **Smart Agriculture:** Tech-driven farming and agriculture innovations.
15. **Nanotechnology in Medicine:** Drug delivery systems, diagnostics, and implants.
16. **Space Tech:** Commercial space travel, satellites, and exploration technologies.
17. **3D Printing Applications:** In medicine, construction, and manufacturing.
18. **Robotics in Everyday Life:** Household robots, service robots, and human-robot interaction.
19. **Cyber-Physical Systems:** Integration of computation, networking, and physical processes.

20. Ethical AI and Tech: Focus on ethical considerations and regulations in technology.

Now pick one and ask Chat GPT to suggest some image prompts you can use for DALL-E.

➔ **Give me 5 prompts that I can give Dall-E to create unique images based around subniche 1: quantum computing.**

Here is how ChatGPT might respond:

Sure, here are five prompts you could use with Dall-E to create unique images based around the sub niche of quantum computing:

- 1. "A futuristic quantum computer in a high-tech laboratory setting, with glowing quantum bits (qubits) and advanced circuitry visible."*
- 2. "An abstract representation of a quantum computing process, showing entangled particles in a vibrant, surreal art style."*
- 3. "A conceptual image of a scientist working on a quantum computer, with holographic displays of complex algorithms and data streams."*
- 4. "A quantum computer integrated into a modern office environment, highlighting a blend of cutting-edge technology and everyday work life."*
- 5. "A visually compelling comparison of traditional computing vs. quantum computing, showcasing the difference in processing power and design aesthetics."*

You could take each of these and feed them into Dall-R or Midjourney.

For instance:

➔ **"A conceptual image of a scientist working on a quantum computer, with holographic displays of complex algorithms and data streams."**

Gets this result:



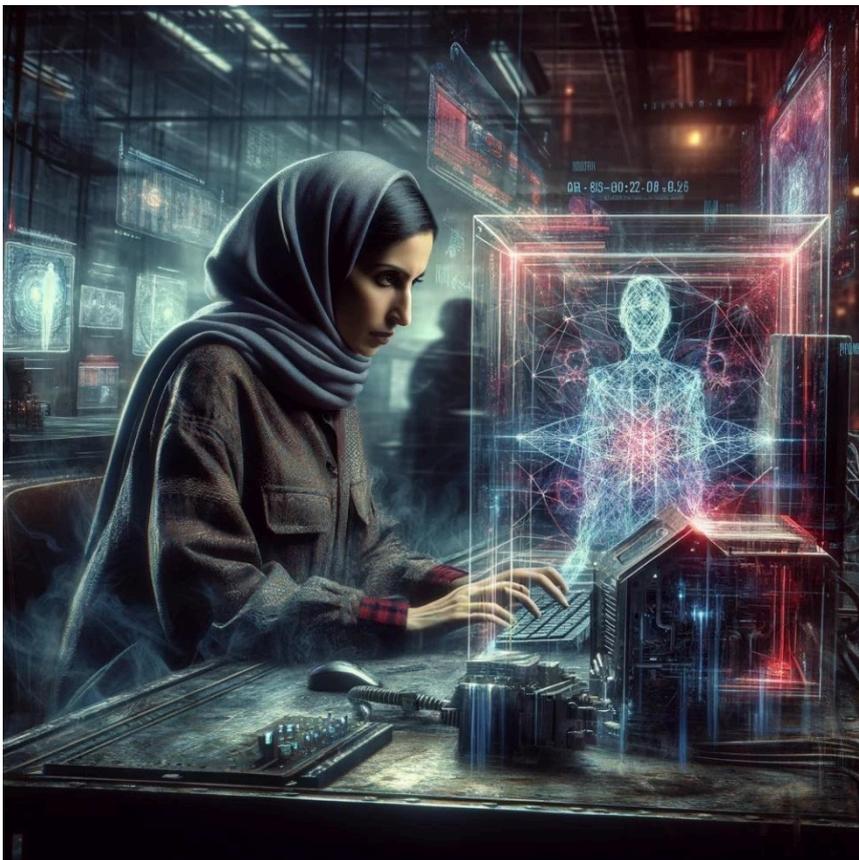
You could also refer to your research notes and suggest a specific style that you have identified in order to give it a twist.

Eg

→ “A **comic** conceptual image of a scientist working on a quantum computer, with holographic displays of complex algorithms and data streams.”



→ “A **dystopian** conceptual image of a scientist working on a quantum computer, with holographic displays of complex algorithms and data streams.”



As you can see, three very different results from the same sub niche, using different design prompts.

Let's try another example....

➔ **“I want to sell print on demand images on gelato that will be of interest to consumers. My chosen category is space and cosmology. But this is too broad. Could you suggest some potentially profitable niches within this field where there is demand, but not as much competition.”**

Chat GPT might respond with...

Here are some potentially profitable niches with likely less competition:

- 1. Astrophotography: Capturing celestial events like meteor showers, eclipses, or the Milky Way.*
- 2. Exoplanets and Alien Worlds: Artistic interpretations of exoplanets or imagined alien landscapes.*
- 3. Space Missions: Historical and current missions, spacecraft, and satellites.*
- 4. Astronomical Phenomena: Depictions of phenomena like black holes, nebulae, or pulsars.*
- 5. Astrobiology: Imagery exploring the concept of life beyond Earth.*
- 6. Space Colonisation Concepts: Artistic renditions of future human habitats on other planets or moons.*
- 7. Cosmic Mythology: Artistic blends of space themes with mythological stories or symbols.*
- 8. Space and Society: Depicting the impact of space exploration on human culture and society.*
- 9. Retro-Futurism in Space: Vintage or retro style depictions of space exploration.*

10. *Abstract Cosmic Art: Abstract interpretations of space, stars, and cosmic events.*

You can follow up with:

➔ **“Give me 10 sub niches for 'space colonisation concepts'.”**

ChatGPT might respond:

Certainly! Here are 10 sub niches within the theme of 'Space Colonisation Concepts' that could be intriguing for your print-on-demand projects:

1. *Mars Habitats: Designs and concepts for living structures on Mars.*
2. *Moon Base Designs: Imaginary lunar bases and living environments.*
3. *Space Habitats in Orbit: Large space stations or habitats orbiting Earth.*
4. *Terraforming Concepts: Visualising the process of terraforming planets like Mars.*
5. *Underground Lunar Colonies: Depicting life below the surface of the moon.*
6. *Asteroid Mining Bases: Structures and communities centred around asteroid mining.*
7. *Interstellar Travel Vessels: Designs of spacecraft for long-duration human space travel.*
8. *Alien World Colonies: Human settlements on fictional exoplanets.*
9. *Self-Sustaining Space Colonies: Depicting ecosystems and life-support systems in space environments.*
10. *Futuristic Space Agriculture: Concepts of farming and food production in space habitats.*

For this follow up prompt, I am going to add something to get Chat GPT to come up with different stylistic prompts (underlined below to show you).

→ **“Give me 4 prompts to give Dalle-E for ;Mars Habitats’ - each one should be very different and offer different stylistic results.”**

ChatGPT would come up with the following (I have included the Dalle-E results to illustrate;

Here are five diverse prompts for Dall-E to create unique Mars Habitat images, each offering different stylistic results:

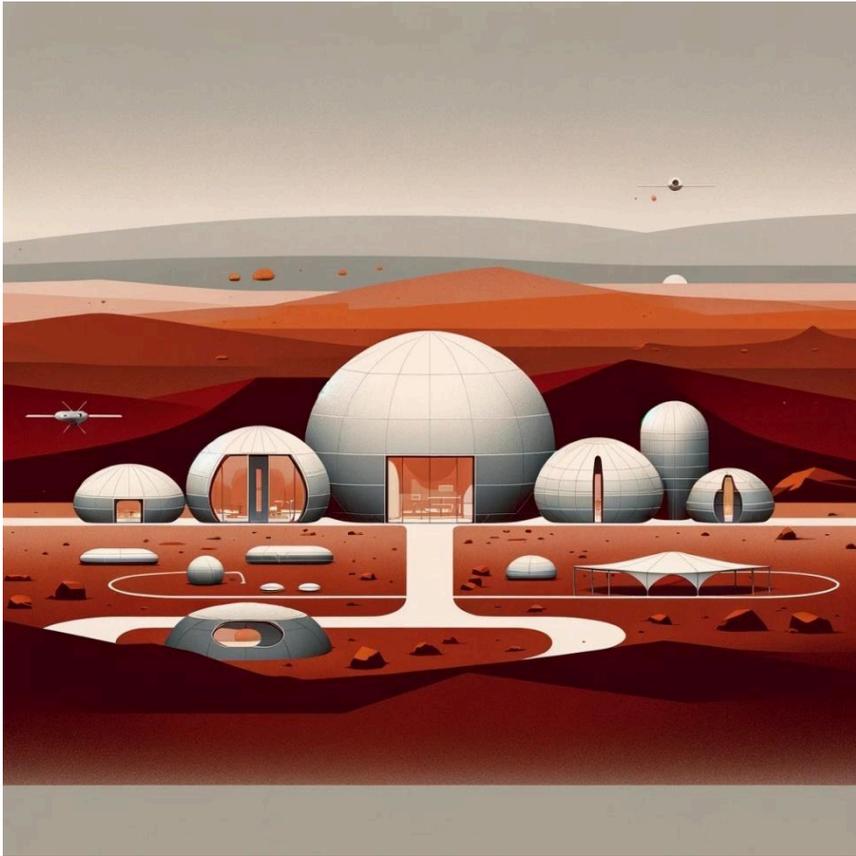
Realistic Architectural Render: "A highly detailed and realistic architectural rendering of a futuristic Mars habitat, showcasing advanced life-support systems and energy-efficient designs in a harsh Martian landscape."



Steampunk-Inspired Concept: "A steampunk-themed Mars habitat, blending Victorian-era design elements with futuristic Martian technology, featuring brass gears, steam-powered machinery, and retro-futuristic architecture."



Minimalist Art Style: "A minimalist artistic representation of a Mars habitat, using simple shapes and a limited colour palette to depict an elegant, sustainable living environment on Mars."



Surrealistic Martian Landscape: "A surrealistic image of a Mars habitat, blending elements of fantasy and reality, with whimsical structures, floating gardens, and imaginative living spaces in a dream-like Martian setting."



You can then add any commands you like to make the image even more niche. Tell Dall-E –

→ **“Do this again but add [feature or element]”**

Eg. “Do this one again, but it should include monkeys”.



You will then have a niche twist on a sub-niche within a larger category. In this example – a surreal mars habitat populated by monkeys,

Hopefully you can see how this works.

It's all about drilling deeper and deeper into a niche to find a specific idea that has some demand, but without massive amounts of competition. Then you need to add your spin to get something that stands out.

There is another way you can find more niche 'long tail' opportunities, which works brilliantly for targeting businesses and content creators seeking images on Wirestock.

Use Seasonal and Event-Driven Content to Find Timely Niches

Event-driven content can be a highly effective strategy, especially in a competitive market like Wirestock. You could quickly capitalise on timely

global and national news stories, current affairs, seasonal events and holidays. These often create a temporary spike in demand for specific types of images.

This is because content creators try to react to what's going on in the world and seek out suitable images that they can quickly add to emails, blog posts and articles.

Because it's so quick and easy to create an image using AI, you can quickly react to news and be among the first to get your image out there.

For example, recently, there was a news story about Napoleon's hat selling for \$2.1 million – which came at the same time as the Ridley Scott biopic about the French leader was getting reviewed in the press.

This would have been a great opportunity to create the kind of image that someone might want to add to a post.

Here's a Prompt that you might use:

→ “Ultra realistic photo of Napoleon wearing his famous hat sitting in the audience at an auction house as the crowd around him are frantically bidding with paddles raised as the auctioneer brings his gavel down to end bidding.”

Here is what DALL-E might make:



Here's the same prompt on Midjourney:



Or let's imagine there is a news story about an unseasonal snow bomb weather event heading for the US coast.

→ **Realistic image of snow bomb heading for New York catching a screaming crowd unawares who are all wearing summer holiday clothes**



Here are the kind of items that you could capitalise on:

Quirky and Humorous:

- Unusual holidays or observances (e.g., National Doughnut Day, International Talk Like a Pirate Day).
- Funny animal stories or cute animal trends.
- Whimsical interpretations of everyday life or unexpected combinations (e.g., animals doing human jobs).
- Satirical takes on current technology or social media trends.

Topical and Newsworthy:

- Major global or national events (e.g., elections, sporting events like the Olympics).
- Significant technological breakthroughs or product launches.

- Environmental issues and climate change events (e.g., Earth Day, climate summits).
- Economic trends, like shifts in the stock market or new business models emerging post-pandemic.

Cultural and Social:

- Popular culture phenomena (e.g., viral memes, trending TV shows or movies).
- Social movements and awareness campaigns (e.g., Pride Month, Black History Month).
- Cultural festivals, traditions, or significant religious observances worldwide.

Seasonal and Holiday:

- Traditional holidays (e.g., Christmas, Halloween) with unique or unconventional twists.
- Seasonal changes and activities associated with them (e.g., summer beach scenes, winter sports).

Local and Regional Interest:

- Local festivals or events unique to specific regions or communities.
- Stories highlighting local customs, traditions, or landmarks.

Health and Wellness:

- Wellness trends (e.g., mindfulness, digital detox).
- Public health stories, such as awareness campaigns or updates on health initiatives.

Education and Science:

- Developments in science and education, like new discoveries or educational trends.
- STEM-related topics made accessible to a broader audience.
- Space rocket launches

Here's a strategy to help you:

Set Up News Trackers

To conveniently keep track of the latest events and trending topics, you can utilise a combination of online tools and resources.

- **News Aggregation Websites:** Use websites like Google News, Flipboard, or Feedly. They allow you to customise your news feed based on your interests, ensuring you see relevant current events.
- **Set Up Google Alerts:** Create Google Alerts for specific keywords related to your interests in current events. You'll receive email notifications whenever new content about these topics is published online.
- **Follow News Sources on Social Media:** Follow news outlets and journalists on platforms like Twitter or LinkedIn. This way, you can get real-time updates on trending stories.
- **Subscribe to Newsletters:** Sign up for daily or weekly newsletters from trusted news sources. This can provide a curated summary of important events.
- **RSS Feeds:** Subscribe to RSS feeds of major news websites to get a stream of updates directly to your RSS reader.
- **Download Mobile News Apps:** Use apps like BBC News, CNN, or The New York Times on your smartphone to get breaking news notifications.

You can also make a habit of checking a few tabloid-style newspapers sites (UK and USA) every morning to scan for anything that jumps out at you.

Identify Key Events and Occasions

- **Annual Events:** Mark out major holidays and events globally and regionally (e.g., Christmas, Diwali, Chinese New Year, Halloween).

- **Cultural and Sporting Events:** Keep track of big cultural festivals, sporting events (like the Olympics, FIFA World Cup), and significant anniversaries.

NB. Look for unique aspects or lesser-known traditions of these events that might not have been extensively covered. For each event, include diverse representations of people and practices. Be culturally sensitive and accurate in your depictions.

Plan Ahead

- Create a content calendar that aligns with these events, ideally starting work on images well in advance (I have some suggestions for you in a moment).
- Consider the lead time needed for consumers to find and use your images in their projects. About 5 days from identifying a story to having your images available on the platform is a good rule of thumb.

Here's a general timeline to consider:

- Once a story emerges, quickly decide if it has potential.
- Use AI tools like Dall-E to create the images. This process can be relatively quick, depending on the complexity of the request and any iterations needed.
- Once the initial images are generated, they may require editing for quality, composition, or to add specific details. This stage includes ensuring the images meet the technical requirements of the platform you're using (like Wirestock)
- Upload the images to the platform. Spend time on tagging and descriptions to ensure discoverability.

It is also important to try and find innovative and unique angles on a news item so that it stands out from the competition.

- Instead of generic representations, look for aspects of the story that are less obvious or haven't been widely covered. This could

be a unique impact, a different perspective, or a lesser-known element of the story. Is there a humorous, emotional, or thought-provoking angle you can explore?

- Combine the news story with unrelated themes or concepts to create something entirely new. For example, if the news is about a technological advancement, you might blend it with historical elements or fantasy.
- Create images in various styles (realistic, cartoonish, abstract) to cater to different tastes.
- Create scenes or setups that tell a story or convey the mood of the event.
- Use symbols, colours, and motifs that are strongly associated with the event.

So let's take an example of a hugely broad seasonal event: Christmas.

You could start by looking at obvious traditional elements like Christmas trees, ornaments, and family gatherings.

But you're going to go up against a lot of rival images. So what other angle could there be?

Let's imagine you spot a hypothetical news story: "Record Use of Sustainable and Eco-Friendly Decorations Predicted this Christmas."

Now you have a more narrow, unique angle to pursue. You could then use my strategy above to create your images:

Unusual Perspectives or Lesser-Known Aspects: Prompt:

→ "A whimsical scene showing woodland animals participating in decorating a forest with eco-friendly, biodegradable Christmas ornaments."

Blending with Unrelated Themes or Concepts: Prompt:

→ "A futuristic Christmas scene where people are using advanced, eco-friendly technology to create decorations, blending a traditional Christmas setting with sci-fi elements."

Varied Artistic Styles:

Realistic:

→ "A hyper-realistic image of a family decorating their living room with sustainable materials, capturing the warmth and cosiness of Christmas."

Cartoonish:

→ "A fun, cartoon-style illustration of Santa Claus in a workshop making eco-friendly toys and decorations."

Abstract:

→ "An abstract representation of Christmas using green and recycled materials, focusing on shapes and colours that evoke a festive spirit."

Storytelling Scenes:

→ "A heartwarming scene of a community coming together to create a sustainable Christmas tree in the town square, telling a story of unity and environmental consciousness."

Using Strong Symbols, Colours, and Motifs: Prompt:

→ "A vibrant image showcasing a traditional Christmas wreath, but made entirely from recycled materials, highlighting the colours green and red to symbolise sustainability merging with holiday spirit."

Here's another example...

Let's imagine that you spot this health news story, which also appeared in The New York Times, so definitely has transatlantic appeal.

Advertisement

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Wireless Sound Bar with Dolby...
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Food science

Scientists say mystery of how red wine headaches occur may be solved

Researchers home in on phenolic flavonoids as culprit for headaches that come on soon after a glass or two



Waiting for api.permutive.com...

With this example, you could avoid the obvious stock image of someone wincing and holding their head and try an unusual perspective:

→ “Someone is drinking a glass of red wine, but their head is turning into an atomic explosion”



Maybe you could try it again and vary the style...

FOLLOW UP:

→ “Do this again but in a photorealistic style and the mushroom cloud is full of agonised screams because of the pain the red wine is causing this person's head.”



Or try a different perspective of the wine drinker the following day, and change the style again.

FOLLOW UP:

→ “I want you to depict someone waking up with a headache, and the wine from last night is to blame. Use a comic horror style.”



By following this event-driven content strategy, you can create timely, relevant, and appealing images that are more likely to be in demand around specific events, news stories and occasions.

To help guide you, here's a calendar.

Event calendar for 2024

January

- 1st: New Year's Day
- 3rd Monday: Martin Luther King Jr. Day (USA)
- 25th: Burns Night (Scotland)
- (Variable Date): Epiphany (Christian holiday)

February

- 3rd Monday: Presidents' Day (USA)
- 14th: Valentine's Day
- (Variable Date): Shrove Tuesday/Pancake Day

- (Variable Date): Ash Wednesday

March

- 1st: St. David's Day (Wales)
- 5th: Cinco de Mayo (USA)
- 8th: International Women's Day
- 17th: St. Patrick's Day (Northern Ireland)
- (Variable Date): Mother's Day (Mothering Sunday)
- (Variable Date): Spring Equinox

April

- 1st: April Fool's Day
- 23rd: St. George's Day (England)
- (Variable Date): Easter Sunday
- (Variable Date): Good Friday

May

- 1st: May Day
- (First Monday): Early May Bank Holiday
- (Last Monday): Spring Bank Holiday
- (Variable Date): VE Day (Victory in Europe Day)
- Last Monday: Memorial Day (USA)

June

- 14th: Flag Day (USA)
- (Variable Date): Father's Day
- (Variable Date): Summer Solstice
- (Variable Date): Trooping the Colour (Official Queen's Birthday celebration)

July

- 4th: Independence Day (USA)
- (Variable Date): Wimbledon Tennis Championships
- 12th: Battle of the Boyne (Orangemen's Day, Northern Ireland)
- 30th: Yorkshire Day

August

- (First Monday): Summer Bank Holiday (Scotland)
- (Last Monday): Summer Bank Holiday (England, Wales, Northern Ireland)
- (Variable Date): Notting Hill Carnival (London)
- (Variable Date): Edinburgh Festival Fringe

September

- 1st Monday: Labor Day (USA)
- (Variable Date): Autumn Equinox

October

- 31st: Halloween
- 2nd Monday: Columbus Day/Indigenous Peoples' Day (USA)
- (Variable Date): British Summer Time ends (Clocks go back)

November

- 4th Thursday: Thanksgiving Day
- 5th: Guy Fawkes Night (Bonfire Night)
- 11th: Remembrance Day / Veterans Day
- (Second Sunday): Remembrance Sunday
- (Variable Date): Diwali (Date varies based on the Hindu calendar)

- (Last Thursday): Thanksgiving (Observed by some in the UK, especially American expats)

December

- 25th: Christmas Day
- 26th: Boxing Day
- 31st: New Year's Eve
- (Variable Date): Winter Solstice
- (Variable Date): Hanukkah (Date varies based on the Hebrew calendar)

Sports

January

- **PDC World Darts Championship:** Held around New Year at Alexandra Palace, London.

February

- **Six Nations Rugby:** Rugby union competition involving England, Scotland, Wales, and others.
- **The Super League:** Start of the rugby league season.
- **Super Bowl**

March

- **Cheltenham Festival:** Prestigious horse racing event.
- **Oxford and Cambridge Boat Race:** Iconic rowing race on the River Thames.
- **NCAA March Madness (March-April)**

April

- **The Grand National:** Famous horse race at Aintree Racecourse.

- **London Marathon:** Major running event through the streets of London.
- **The Masters (Golf):**

May

- **FA Cup Final:** One of the most important dates in English football.
- **Premier League:** Conclusion of the football season.
- **Indianapolis 500**

June

- **Royal Ascot:** Five-day horse racing event attended by the British Royal Family.
- **Queen's Club Championships:** Key tennis tournament leading up to Wimbledon.
- **NBA Finals**

July

- **Wimbledon:** The oldest and most prestigious tennis tournament in the world.
- **The Open Championship (Golf):** One of the four major golf championships.
- **British Grand Prix (Formula 1):** Held at Silverstone Circuit.

August

- **The Glorious Twelfth:** Start of the grouse shooting season.
- **Premier League:** Start of the football season.
- **Edgbaston Test Match (Cricket):** Part of the international cricket calendar.

September

- **St Leger Stakes:** One of the UK's oldest horse races.
- **Great North Run:** Half marathon in Newcastle upon Tyne.

October

- **MLB World Series**
- **NFL London Games:** American football games played in London.
- **British Masters (Golf):** Part of the European Tour.

November

- **Rugby Autumn Internationals:** Home nations play against visiting Southern Hemisphere teams.

December

- **SPOTY (BBC Sports Personality of the Year):** Celebrates the year's sporting achievements.
- **Boxing Day Football and Horse Racing:** Traditional fixtures across the UK.

Big Film Releases

- **Furiosa (2024) - Origin story of Furiosa from Mad Max: Fury Road**
- **A Quiet Place: Day One (2024) - Prequel in the A Quiet Place franchise**
- **Deadpool 3 (2024) - Deadpool teams up with Wolverine**
- **Elio (2025) - An alien galactic ambassador teams up with his mother**
- **Inside Out 2 (2024) - Sequel focused on Riley as a teenager**
- **Imaginary Friends (2024) - A girl sees imaginary friends after a trauma**
- **Joker 2 (2024) - Sequel to 2019's Joker**

- **Mufasa: The Lion King (2024) - Origin story of Mufasa from The Lion King**
- **Kingdom of the Planet of the Apes (2024) - New instalment in the Apes franchise**
- **Gladiator 2 (2024) - Sequel to Gladiator**
- **Captain America: Brave New World (2025) - Next Captain America movie**
- **Ballerina (2024) - An assassin seeks revenge**
- **Mission: Impossible - Dead Reckoning Part Two (2024) - Next Mission Impossible film**
- **Bob Marley: One Love (2024) - Biopic about Bob Marley**
- **Venom 3 (2024) - Third Venom movie**
- **Wise Guys (2024) - Crime drama about rival mobsters**
- **Karate Kid (2024) - Reboot of Karate Kid franchise**

Observances and Awareness Days

- World Mental Health Day (10 October)
- International Day of Peace (21 September)
- World Environment Day (5 June)
- International Day for the Elimination of Racial Discrimination (21 March)
- World Poetry Day (21 March)
- International Day of Yoga (21 June)

- Black History Month (February)
- Women's History Month (March)
- Pride Month (June)
- Hispanic Heritage Month (September 15 - October 15)
- July 20th (1969): Apollo 11 Moon Landing
- December 7th (1941): Pearl Harbor Remembrance Day

Cultural events

- Edinburgh Festival Fringe - August (typically throughout the month)
- Notting Hill Carnival - August Bank Holiday weekend (last weekend of August)
- Proms Concert Series - July to September
- Edinburgh International Festival - August
- Hay Festival - May/June (late May into early June)
- BBC First Night of the Proms - mid-July
- Chelsea Flower Show - May (typically 3rd or 4th week of May)
- Sundance Film Festival (January), Tribeca Film Festival (April-May).
- Music festivals - Coachella (April), Lollapalooza (July-August), Bonnaroo Music and Arts Festival (June).
- **Art Fairs and Exhibitions:** The Armory Show (New York), Art Basel Miami Beach (December).

- **USA Literary Events:** National Book Festival (September), various regional book fairs.
- **USA Cultural Parades and Festivals:** St. Patrick's Day Parades (March), Mardi Gras in New Orleans (February-March), Pride Parades (June).

Step Four

Verify Your Image's Originality

The beauty of Chat GPT and its DALL-E function is that you can maintain an ongoing conversation, pushing it to make tweaks and adjustments, or even to try completely different approaches, in order to nail an image that few other people could possibly come up with first time around.,

So don't just stick with the result you get first time round.

Start with simple prompts, then gradually increase complexity as you become more familiar with how DALL-E interprets your instructions.

Experimentation is key in discovering the full potential of DALL-E:

Try different artistic and design styles in your prompts (e.g., modernist, surreal, minimalist) or moods (funny, dark, nightmarish, angry, irreverent) to see how they influence the output.

Or combine elements that are not typically associated with each other. For example:

→ "A digital painting of a robotic hummingbird hovering near a real flower, blending organic and mechanical elements in a surreal landscape."

Or → "Illustration of an astronaut in a space suit walking through an ancient Roman marketplace, merging past and future."

The more specific, tailored and unusual your request combinations, the more likely you are going to get something that nobody else has produced via AI.

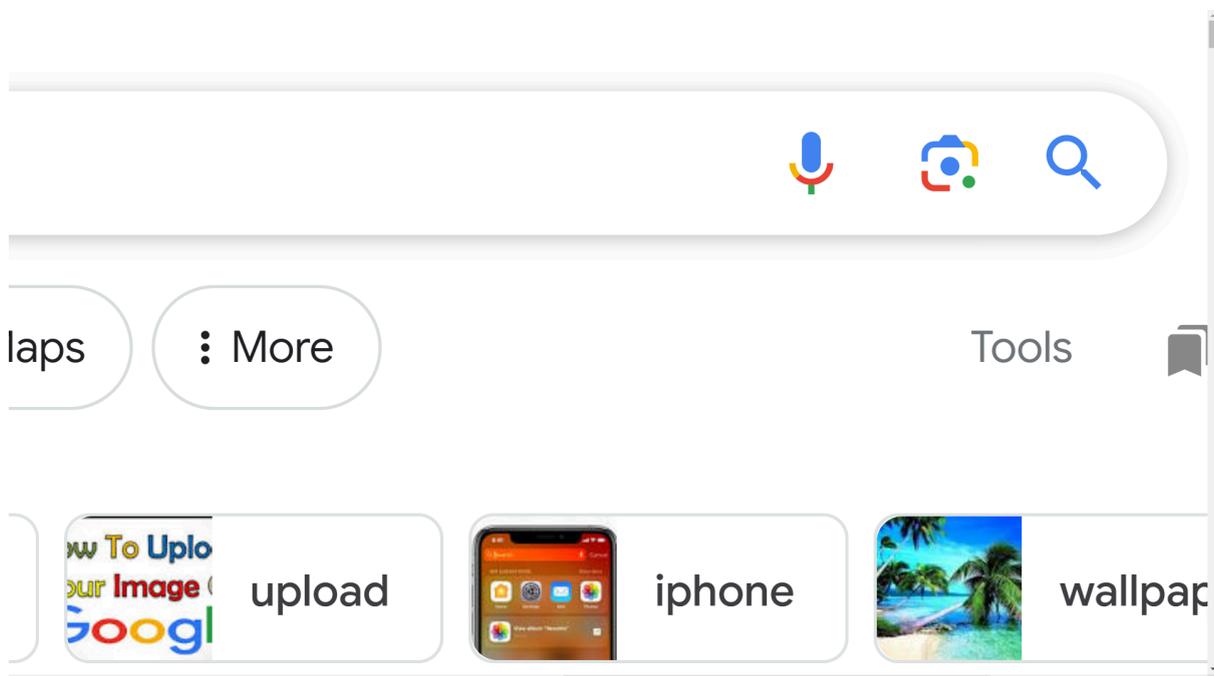
While it may seem like AI tools can create new material from nothing, that's not quite the reality. Generative AI platforms are trained on databases of existing images and text.

When you make requests they cleverly tap into patterns and relationships in order to build something that you want.

So you need to be careful that your image is not a direct rip off – and that it's original enough to stand out from the crowd.

You can check just HOW original your image is by using Google. Its 'Google Lens' function allows you to carry out a 'reverse image search' where you input an image, and then it will tell you where it comes from, or what images are like it.

You can find it here on the Google homepage – it's the little camera symbol on the right of the search bar.



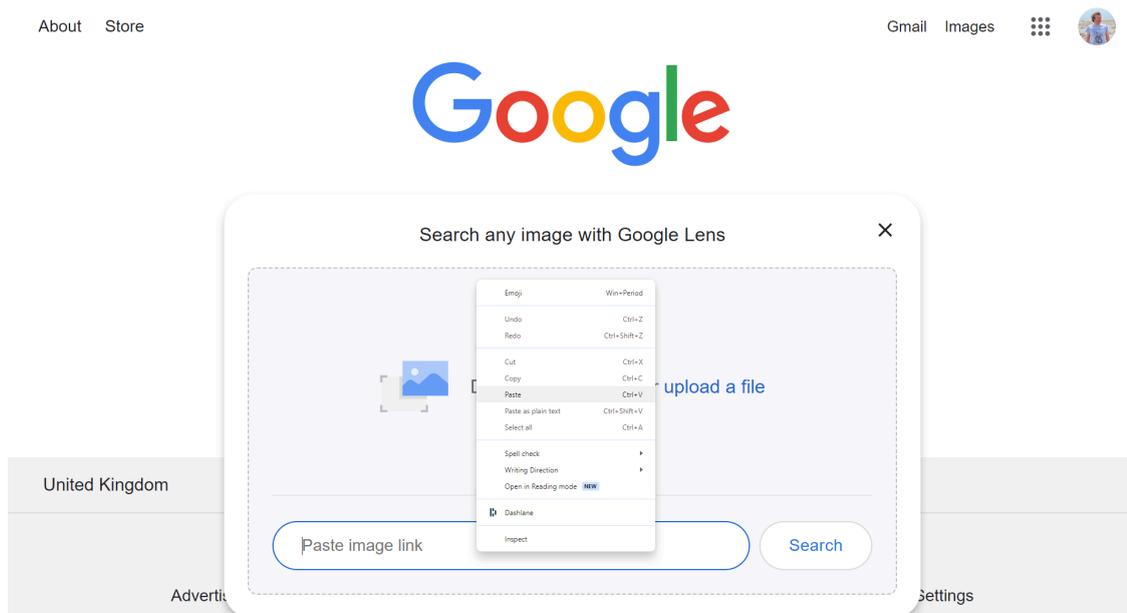
This tool will help you make sure the AI has taken enough elements from different places to make your image unique enough.

So let's say you have this crazy idea:

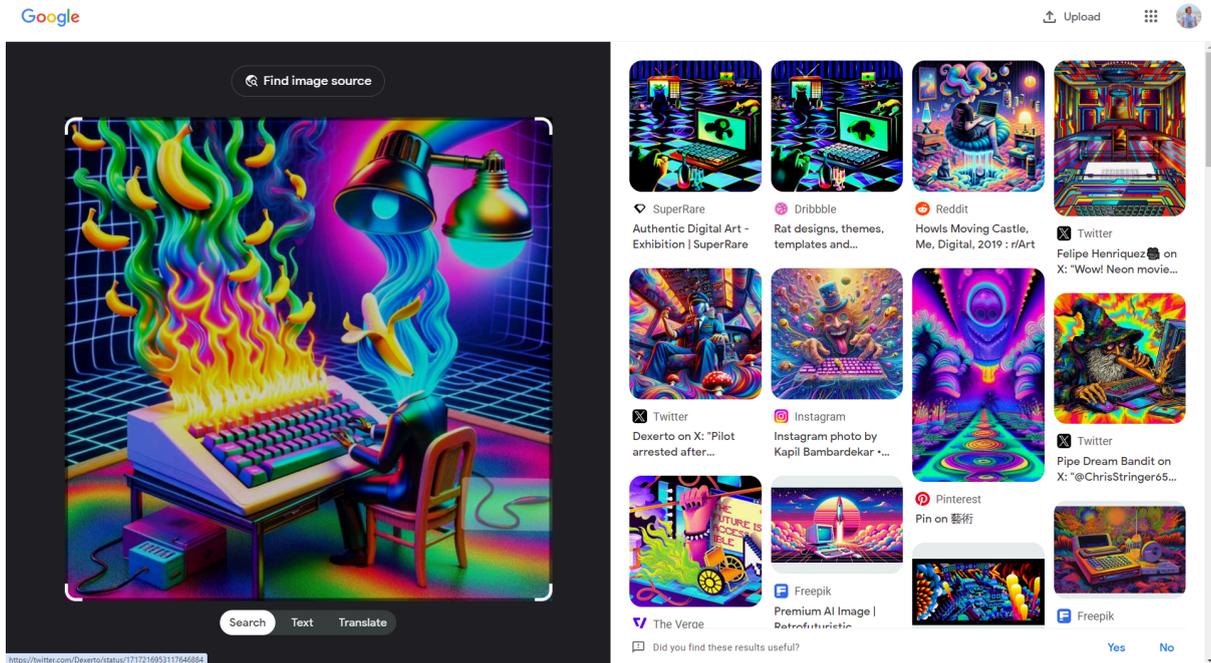
→ “I want a computer keyboard that's on fire but the smoke is turning into bananas and the person operating the computer is a banana. I need this in a purple and yellow colour palette.”



Copy the image by right clicking the mouse over it and then going to Google lens. You can paste the image into the search box, like this:

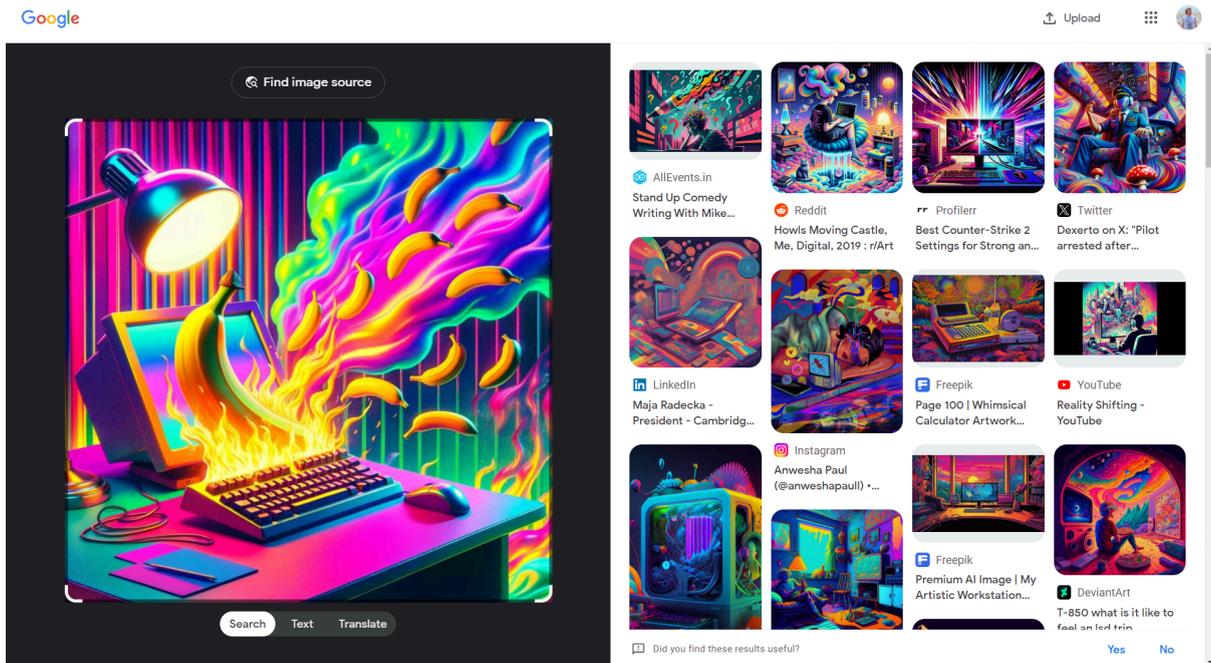


You'll get the image you submitted, presented on the left, with any potential sources of similar versions to the right.



You can see that while there are other AI images that have slightly similar colouring, this is a unique idea.

Here's another image using the same process:



Again, there is nothing like this out there, even made by AI artists.

Now let's imagine you used a fairly bland and unspecific prompt, like:

→ "Man walking a dog down the street."

You might get this result:



Use the same process in Google lens and you'll get this:

A screenshot of the Google Lens interface. On the left, a search box contains the image of the man walking the dog. Below it are buttons for 'Search', 'Text', and 'Translate'. On the right, a grid of search results is displayed, including product listings from Amazon UK and Amazon.com, and social media posts from Instagram. The results include prices like £6.59 and US\$4.99, and product names like 'QEEQPF 1 Piece of Pet Treat Pouch' and 'QUEEN KING 2pcs Dog Support Harness'. At the bottom, there is a feedback question: 'Did you find these results useful?' with 'Yes' and 'No' options.

As you can see, there are at least 4 popular results that have a very similar picture, meaning that yours is going to struggle to stand out.

That doesn't mean it is dead in the water, though.

You can go back to DALL-e and give it another prompt that will make it original and much more niche.

For instance, you might produce a Christmas image like this:



But when checking on Google Lens, it looks quite like a few other AI-generated examples:

The screenshot shows a Google image search interface. On the left, a large image of a cozy living room with a fireplace, Christmas tree, and people is displayed. Above it is a 'Find image source' button. Below the image are 'Search', 'Text', and 'Translate' buttons. On the right, search results are shown in a grid. The first result is from 'uniquegifting.co.uk' with the title 'Read & Enjoy: 30 Hopeful Christmas Poems For Holid...'. The second result is from 'Vecteezy' with the title 'Christmas Home Room, Gift Box Below Tree With Lights...'. Below the results is a feedback question: 'Did you find these results useful?' with 'Yes' and 'No' buttons.

So you might return to DALL-E and say:

→ “Do this again but....” Then change something fundamental about the style or content that will give it a unique spin.

For example: → “Do this again, but they are all dinosaurs”.

Then you’d get:



This is better but there are a few images a bit like it:

Google Upload  

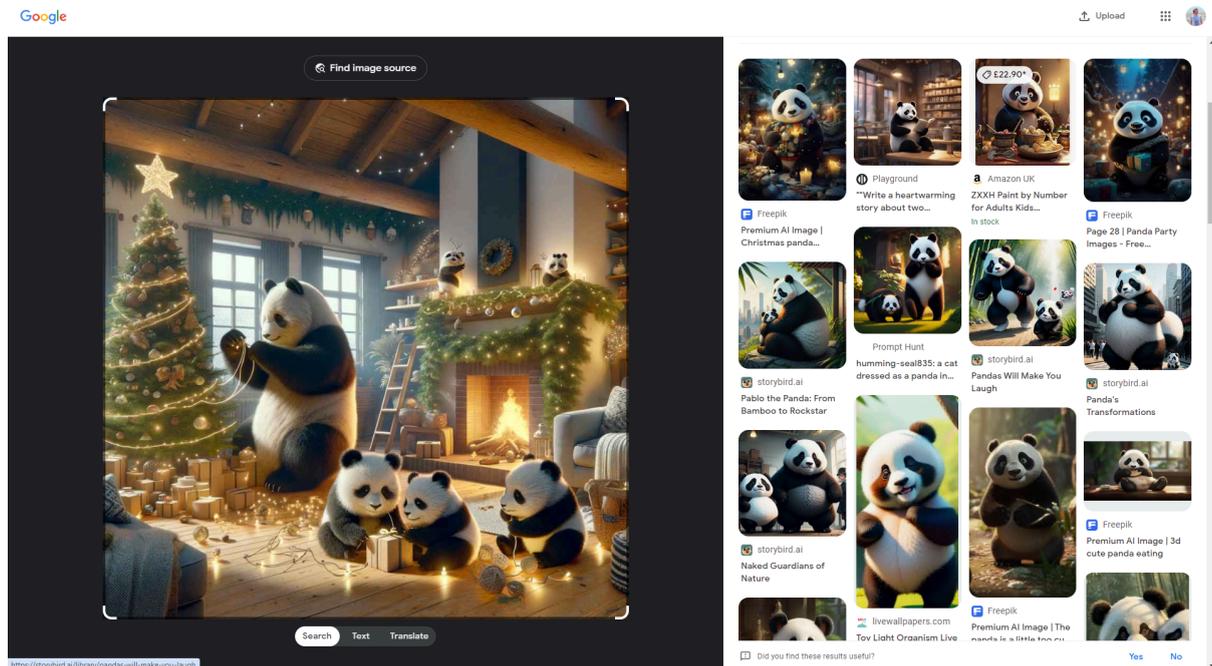


 <p> Medium The Heartwarming Story Behind 'The...</p>	 <p> YouTube Tyranno's Christmas Treasures - YouTube</p>	 <p> YouTube Dino's Jolly Holiday Roar - YouTube</p>
 <p> Playground Chamara B.ekanayaka ~...</p>	 <p> Medium The Roaring Inspiration Behind...</p>	 <p> DeviantArt Dinosaurs Have Invaded My House O...</p>
		

Did you find these results useful? Yes No

So you could try

→ “Do it again but they’re all pandas”. Which gets you even better results.



Other options for giving your image a unique spin:

- Change style or genres. If your first image is realistic, try something abstract, surreal, or in a specific art style like impressionism or cubism.
- Change the perspective or focus of the image.. For example, an aerial view versus a ground-level view, or focusing on a usually overlooked detail.
- Add another character or element, or remove one that’s in there.
- Combine a completely unexpected or clashing element or figure.

IMPORTANT: Consider Copyright Law

The more original your work, the less risk there is of copyright infringement.

It's okay to be inspired by existing works, or to have similar AI creations out there, but direct copying or slightly altering someone else's work can lead to infringement.

Avoid Using Protected Material Without Permission

- **Brands:** Be cautious with logos, slogans, and distinctive product designs of brands. Using these without permission could infringe on trademark rights.
- **Personalities:** Avoid using images or likenesses of celebrities or public figures without consent. This could infringe their 'right of publicity', which controls the commercial use of one's identity.
- Parody and satire can sometimes fall under fair use, but this is not always straightforward and often depends on legal interpretation.

UK Copyright Law: Essential Guide

Copyright in the UK is a legal right that grants the creator of original work exclusive rights for its use and distribution.

Protected Works: Includes literary works, music, art, films, sound recordings, broadcasts, and computer programs.

Copyright lasts for 70 years after the death of the creator for most types of works. If the creator is unknown, copyright lasts for 70 years from creation or 70 years from first publication, whichever is shorter.

No Registration Required: Copyright protection is automatic in the UK; no registration is needed.

Creation Requirement: Protection is only for created works that are recorded in some form, not ideas or concepts.

Limited Exceptions: UK law allows for 'fair dealing' of copyrighted material for purposes like research, private study, criticism, review, and reporting current events.

Infringement Consequences: Infringing copyright can lead to legal action, penalties, and damages.

Online Content: Copyright extends to digital content. Sharing, downloading, or using content from the internet without permission can constitute infringement.

Appendix

More Ways to Make Money From Text-To-Image AI

Putting your AI generated images on Wirestock or using them to create art prints on Gelato is only the beginning.

You can add your images to a whole range of products:

Print-on-demand services offer a wide range of items on which you can print images and sell. Here's a comprehensive list:

Clothing:

- T-shirts
- Hoodies
- Sweatshirts
- Tank Tops
- Leggings
- Dresses
- Skirts
- Socks
- Caps and Hats
- Scarves

Accessories:

- Tote Bags
- Backpacks
- Fanny Packs
- Phone Cases
- Laptop Sleeves

- Face Masks
- Bandanas
- Keyrings

Home and Living:

- Pillows
- Blankets
- Towels
- Aprons
- Tablecloths
- Coasters
- Mugs
- Oven Gloves

Office Supplies:

- Notebooks
- Journals
- Calendars
- Mouse Pads
- Desk Mats

Stationery:

- Greeting Cards
- Postcards
- Stickers
- Bookmarks

Outdoor:

- Beach Towels
- Picnic Blankets

- Folding Chairs
- Umbrellas

Children and Baby Items:

- Baby Bibs
- Baby Onesies
- Children's Clothing
- Children's Backpacks

Car Accessories:

- Car Seat Covers
- Car Sun Shades

Here are some more ways you could use AI-images to make money.

Create personalised print on demand products...

- **Personalised Gifts:** Make personalised illustrations for gifts like custom portraits, greeting cards and t-shirts. Or create personalised digital art for customers, such as family portraits, pet portraits, or fantasy landscapes. You'll take specific requests from customers (like a description of their pet, or a family photo) and use AI to generate a corresponding image. You might need to fine-tune the details manually to ensure they match the customer's request accurately.

These images can be printed on various mediums like canvas for wall art, t-shirts, mugs, or even digital formats for screensavers or social media profiles.

- **Greeting Cards:** Make your own range of greeting cards targeting a specific audience or using a certain style of aesthetic. (e.g., animal lovers, humour, inspirational, minimalist, vintage). Sell these cards online on platforms like Etsy or in local boutiques and gift shops.
- **Event Invitations and Stationery:** Design invitations, stationery, or thank you cards for events like weddings, birthdays, or showers. Collaborate with clients to understand their event theme and

preferences, then use AI to design unique, tailored invitations, RSVP cards, or thank you notes.

- **Gift Wrapping Paper Designs:** Design unique patterns for quirky gift wrapping papers.
- **Home Decor:** Design patterns and images for home decoration items like wallpapers, curtains, or cushions. Experiment with different themes and colour palettes to create distinctive designs. These could range from themed patterns(eg nature, sci fi) to more abstract, artistic prints.
- **Educational Materials and Games:** Develop printable flashcards, puzzles, or learning games for children. Create images that are educational, engaging, and age-appropriate. For instance, with animals, colours, numbers, or puzzles that teach basic maths or language skills.
- **Etsy Digital Downloads:** Create digital downloads to sell on Etsy that people can personalise, adapt and print, including, planners, greeting card templates, calendars. You can use your Prompt2Profit blueprint to help you.

Examples...

- **T-Shirt Design:** "Graphic tee design featuring a retro mountain landscape with a camper van, in a 70s colour palette, ideal for outdoor enthusiasts."
- **Hoodie Design:** "Minimalist line art of a city skyline on the back of a black hoodie, suitable for urban streetwear fashion."
- **Home Decor:** "Wall art featuring an abstract design, combining vibrant blues and greens, in a watercolour style."
- **Printable Planner:** "Aesthetic weekly planner layout with floral borders and sections for goals, to-do lists, and notes."



To set up a personalised print-on-demand product on Etsy....

- Decide what type of personalised print-on-demand products you want to sell.
- Use AI text-to-image services to create unique designs or templates.
- Upload your designs to a print-on-demand platform. Choose the products you want to print your designs on (e.g., canvas prints, t-shirts, mugs).
- Set your prices, considering the cost, shipping, and your desired profit margin.

- Create listings for each of your products. Use detailed product descriptions, highlighting the personalised aspect and how customers can submit their personalization details (like names, photos, or specific requests).
- Use high-quality mockup images to showcase your products (many print-on-demand services provide these).
- Etsy allows sellers to add personalisation options to their listings. Enable this feature and specify what information you need from customers.
- Clearly communicate to customers how they can provide their personalisation details (e.g., through Etsy's message system).
- When you receive an order, use the customer's personalization details to finalise the design.
- Submit the order to your print-on-demand provider for printing and shipping.
- Keep your customers updated on the status of their order, including shipping and delivery estimates.

Create Your Own Crafting Templates and Patterns

You could use text-to-image AI for your own crafting products, giving you designs, templates and inspirations for your creations that you can then make and sell on websites like Etsy.

But you don't have to be a crafter, or possess any talent for making things, because you could ALSO create the patterns using AI and simply sell them to other crafters.

Here are some examples....

- **Sewing and Fabric Patterns** for use in quilting, clothing design, or other fabric crafts.

- **Scrapbooking Templates** for digital or printed scrapbooking
- **Knitting and Crochet Patterns** from simple designs for beginners to complex patterns for advanced crafters.
- **Paper Crafts** like origami, paper mache, or card making.
- **Jewellery Making Patterns**
- **Colouring Book Pages** for both children and adults.
- **Cake and Cookie Decorating Templates**
- **Tattoo Design Templates**
- **Cross-Stitch and Embroidery Patterns**

Examples...

- Abstract Quilting Design:  "Modern, abstract quilting pattern with bold shapes and vibrant colours."
- Retro Scrapbooking Template:  "Printable scrapbooking layout with a 1950s diner theme, including chequered patterns, classic cars, and neon signs."
- Art Deco Paper Craft Template:  "Elegant Art Deco-inspired paper craft template for creating 1920s style geometric decor pieces."
- Traditional Japanese Origami Patterns:  "Printable guide with patterns and instructions for creating origami models inspired by Japanese folklore, complete with cherry blossoms and koi fish designs."
- African Tribal Print Stencil Designs:  "Digital stencil designs for crafting, inspired by African tribal patterns and symbols, suitable for fabric printing or wall art."

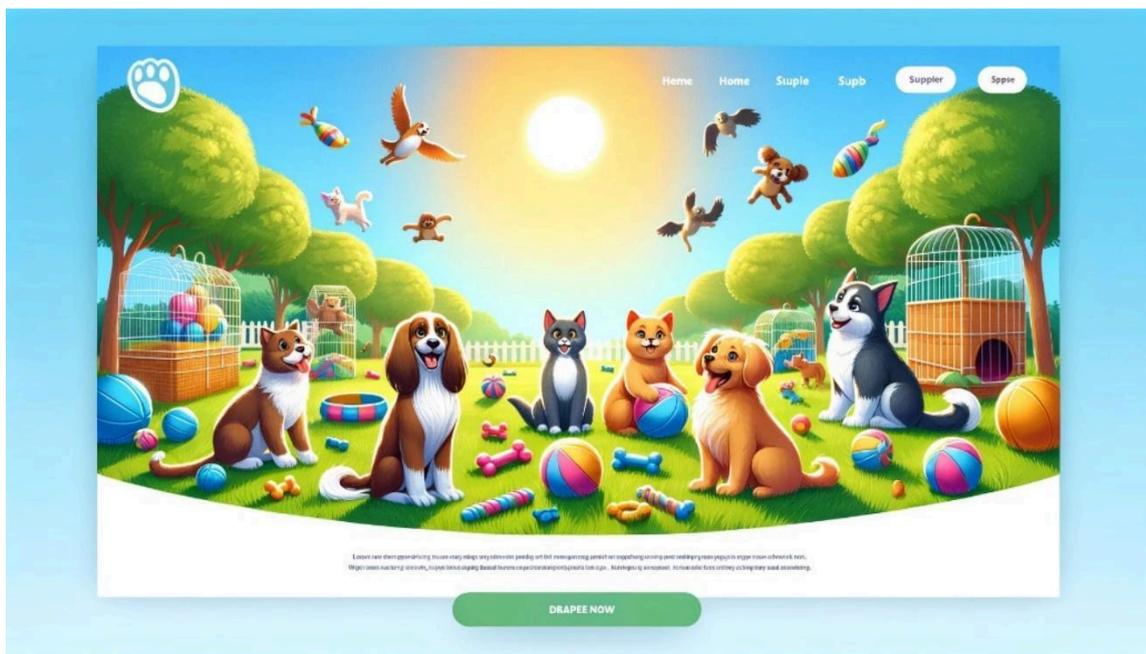
Images for content...

You could use text-to-image AI to produce all the images you need for your online and offline content. This saves you the cost and hassle of outsourcing to designers.

- Covers and illustrations for eBooks, free reports, manuals.
- Images to go with digital course content
- Images to go with, or illustrate your blog posts, emails and website articles
- Unique images for social media posts

Examples...

- **Website Banner:** → "Panoramic website banner for a pet supply store, showing happy dogs and cats playing with toys in a sunny park setting."



- **Blog Post Illustration:** → "Colourful, whimsical illustration for a blog post about urban gardening, featuring rooftop gardens on city buildings."
- **Online Course Thumbnail:** → "Professional and engaging thumbnail for an online photography course, showcasing a camera lens focusing on a picturesque landscape."

- **Book Covers:** → "Fantasy book cover depicting an ancient, mystical forest with a hidden castle, under a starlit sky."

Images for marketing

You can also use it for your marketing...

- Images and designs for packaging, logos and stamps for physical products
- Profile pictures, Headers and banners for websites and social media
- Images for fliers, brochures and even invitations
- Images for ads, sales promotions

It means you can carry out a lot of tasks you might have previously avoided, done poorly yourself without any skills, or outsourced to designers at a very large cost.

Examples...

Bakery Logo: → "A cosy, vintage-style logo for 'Sweet Whisk Bakery', featuring a whisk and a cupcake with pastel pink frosting, in a hand-drawn style."



Social Media Ad: → "Bright and engaging Instagram post for a summer sale on handmade soaps, featuring sunflowers and citrus fruits with a sunny, yellow background."

Event Poster: → "Eye-catching poster for a local craft fair, with illustrations of handmade jewellery, pottery, and textiles, in a warm colour palette."

Product Packaging: → "Eco-friendly packaging design for organic teas, with botanical illustrations of herbs and a calming, earth-tone colour scheme."

Small Business Branding: → "Complete branding kit for 'Cocoa Bliss Chocolatier', including a luxurious logo, business card, and letterhead with rich browns and gold accents."

Now that you can use Chat GPT and Dall-E for your images, it opens up whole new avenues for you to pursue in your Prompt2Profit business, from creating a cover for an eBook, to designing a planner, to creating unique images for mugs.