

FREE BEGINNER GUIDE

THE MANHWA CREATOR'S STARTER KIT

*How to start making manhwa content — and actually build income from
it*

What to create

Where to sell

How to grow

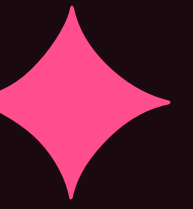
Real numbers



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Hey, I'm so glad you're here ✨



*I made this guide for you because when I started, I had **no idea** what I was doing. I was just a girl who loved manhwa, making content from her room, with no fancy tools and no connections.*

*A few months later my manhwa series paid my bills. This guide won't give you everything — some things you genuinely have to discover yourself, and some of my specific methods are things I keep close — but it will give you a **real starting point** that I wish I'd had.*

Read every page. Take notes. Then start.

Don't wait until you're "ready." — *Darcie* 🌸



BEFORE WE START

The **honest truth** first

*There's a lot of noise about "making money online."
Here's what's actually real about manhwa content creation.*

WHAT IS TRUE ✓

- Anyone can start — no art degree needed
- AI tools have made this genuinely accessible
- Manhwa fans are a passionate, spending audience
- Digital products have zero shipping costs
- Your first \$100 is very achievable
- Consistency beats talent every single time
- You can start with \$0 investment



WHAT IS NOT TRUE ✗

- You'll go viral immediately
- You need thousands of followers first
- You need to be a professional artist
- One post will change everything
- There's a secret formula
- It's passive income from day one
- It happens overnight



THE REAL TIMELINE

Most creators see their first income between **month 2 and month 4** —not week one. The ones who quit before month 3 never find out how close they were. I almost quit at month 2. I'm glad I didn't.

STEP 1 OF 4

What to create

Start with one thing. Not ten. The biggest mistake beginners make is trying to do everything at once. Pick one content type and do it well first.

1 Manhwa Panels & Stories

Short story arcs — 5 to 20 panels — posted as carousels on Instagram. This is the highest engagement content type in the manhwa niche. You don't need to draw. AI tools can generate your panels; your job is the story, the characters and the emotion. This is where I started.

2 Character Art & Portraits

Single character portraits — custom commissions or pre-made packs. People will pay for a portrait of their OC (original character), their favourite trope or a character in a specific style. Easier to produce than full panels and great for building a portfolio quickly.

3 Digital Products

Sticker packs, wallpapers, printable bookmarks, Canva templates — all things manhwa fans genuinely buy. These work as passive income alongside your content because once made, they sell forever. Start with one product. Price it between \$3 and \$8.

4 Educational Content

Content about how to create manhwa content — tutorials, prompt guides, tool breakdowns. This builds authority and attracts a different type of follower who buys your resources. You're reading a piece of this content type right now.

◆ MY RECOMMENDATION FOR BEGINNERS

Start with manhwa story panels for content + one simple digital product (sticker pack or wallpaper) to monetize. Don't add more until both of those are working consistently.

STEP 2 OF 4

What to *sell*

The platform matters less than showing up consistently on it. But here's where manhwa creators actually make money.

1 Your Own Website / Shop

This is where you keep 100% of your earnings. Platforms take 10–30% cuts. Your own WooCommerce or Gumroad store means every sale is fully yours. It also looks more professional and builds trust faster. Start here as soon as you have even one product ready.

2 Instagram (Your Main Driver)

Instagram is where manhwa content lives. Carousels showing your story panels or character art can reach hundreds of thousands of people through the Explore page. Your Instagram doesn't sell directly — it funnels people to your shop via the link in bio. Focus on reels and carousels over static posts.

3 Gumroad (Great Starting Point)

If you don't have a website yet, Gumroad is the fastest way to start selling. Free to use, instant setup, handles payments globally. List your sticker pack or wallpaper there today. Move to your own shop once you have consistent sales.

4 Pinterest (Underrated)

Pinterest drives massive organic traffic to manhwa content — people search for aesthetics, characters and art styles here constantly. Pin your content with links back to your shop or website. My Pinterest brings in thousands of new eyes every month with almost no extra effort.

◆ *DON'T SPREAD YOURSELF THIN*

Master Instagram first. Once it's bringing consistent traffic, add Pinterest. Then worry about TikTok. Trying to be everywhere at once at the start is how people burn out by month two.

STEP 3 OF 4

What people **actually** buy

Manhwa fans spend money. Here's a realistic picture of what sells and what to charge — based on what I've seen work.

PRODUCT TYPE	PRICE RANGE	DIFFICULTY
Sticker Pack (6–12 PNG)	\$3 – \$6	Easy — great first product
Phone Wallpaper Set	\$3 – \$5	Easy — high demand
Printable Bookmarks	\$2 – \$4	Very easy — impulse buy
Custom Character Portrait	\$10 – \$25	Medium — needs portfolio first
Canva Template Pack	\$5 – \$12	Medium — great passive income
Digital Ebook / Guide	\$7 – \$15	Medium — needs credibility
Full Product Bundle	\$20 – \$35	Easy once you have products

50

Sales at \$3 = \$150 🌸

\$3

START HERE —
LOWEST BARRIER

1K

FOLLOWERS NEEDED
TO START

◆ PRICING MINDSET

Don't underprice because you're new. A \$2 sticker pack tells people your work isn't worth much. Start at \$3–\$4 minimum and raise prices as your following grows. People in this niche will pay fair prices for things they genuinely love.



STEP 4 OF 4

How to *grow*

Growth is the part everyone wants to skip to. You can't. But you can make it faster by doing the right things consistently.

- ◆ **Post carousels, not just single images.** The algorithm pushes carousels because they keep people swiping — more time on your post = more reach. Your manhwa story panels are perfect for this format.
- ◆ **Post 3–4 times per week minimum.** Not every day — that leads to burnout. But consistency at 3–4 times a week is the single biggest driver of growth for accounts under 50K. Show up even when a post flops.
- ◆ **Build your email list from day one.** Instagram can limit your reach overnight. Your email list is yours forever. Offer a free download in exchange for an email — even 200 subscribers is a real business asset.
- ◆ **Use the comment trigger strategy.** Ask people to comment a word ("MANHWA", "PINK", "SEND") to get something free. This spikes your comments, which tells Instagram the post is worth showing more people. Then DM or use an auto-responder to deliver.
- ◆ **Hook in the first frame.** The first slide of your carousel is everything. Make it visually striking and add a text hook that makes people want to swipe. "She said yes to the wrong prince ◆" works better than "My new manhwa!"
- ◆ **Cross-post to Pinterest.** Pin every piece of content with a link back to your shop. Pinterest has a much longer lifespan than Instagram — a pin from 6 months ago can still bring traffic today. The manhwa and book aesthetics niche is enormous on Pinterest.

*The accounts that make money aren't always the most talented.
They're the most consistent and the most intentional.
— Something I learned the hard way 🌸*

The tools I actually use

I'm not going to tell you specific AI prompting methods or my exact workflow here — that's something I share in depth in my paid resources. But here's the honest toolkit overview.

1 AI Image Generation

There are several tools — Gemini, Midjourney, Adobe Firefly and others. Each produces a different aesthetic. The key is learning how to prompt consistently so your characters look the same across panels. This is a skill that takes practice. Start with the free tools first.

2 Canva (for everything else)

Panels, carousels, product mockups, story slides, templates — Canva is where I assemble everything. The free version is enough to start. Learn to use it properly and it becomes incredibly fast. I can produce a 10-panel carousel in under an hour now.

3 A Simple Shop Platform

Gumroad to start — it's free and handles everything. Later, your own WordPress + WooCommerce store is worth the investment because you keep 100% of revenue. Don't spend money on fancy platforms before you've made your first sale.

4 MailPoet or any email tool

Build your list from day one. Offer something free to get people to subscribe — a wallpaper, a sticker pack, a mini guide. Even a list of 200 people who love your work is worth more than 2,000 random followers.

Want my exact workflow?

My specific AI prompting methods, character consistency techniques, panel assembly workflow and the exact income breakdown from my first 6 months — these live in my paid resources. Here's what's inside:

My exact
AI prompts

Panel-by-panel
workflow

Character
consistency method

Income breakdown
(real numbers)

Pricing strategy
deep dive

My Canva
templates

Visit the Shop →

YOUR NEXT STEPS

Your 7-day action plan

Don't overwhelm yourself. Here's exactly what to do this week — one thing per day.

1 Day 1 — Pick your niche angle

Choose one style from: soft manhua romance, dark romance, fantasy royal, cozy slice-of-life, modern aesthetic. Scroll the manhwa hashtag for 20 minutes and notice what makes you stop scrolling. That's your direction.

2 Day 2 — Create your first character

Use any AI tool and generate 5 variations of a character in your chosen style. Don't aim for perfect. Aim for consistent. Save the ones you like and note the prompts that produced them.

3 Day 3 — Write a simple 5-panel story

5 panels. A beginning, tension and a cliffhanger. No need for a complete story arc — just something that makes people want to see what happens next. Romance tension works best for engagement.

4 Day 4 — Assemble your carousel in Canva

Use a free Canva template or build a simple layout. Add your panels, your story text and your branding (your handle). Keep it clean. Export as JPG slides.

5 Day 5 — Post it

Write a hook caption. Add 5–10 relevant hashtags. Post between 6–9pm in your audience's timezone. Then step away and don't obsess over the numbers for at least 24 hours.

6 Day 6 — Make your first product

Take 6 of your best character images, add a white border around each one in Canva, export as PNG. You now have a sticker pack. List it on Gumroad for \$3. That's your shop open.

7 Day 7 — Plan your next 2 weeks

Write down 6 post ideas — that's 3 per week for two weeks. Having a content plan removes the daily "what do I post today" paralysis that kills momentum. Keep it simple: 2 story carousels, 2 character posts, 2 behind-the-scenes.

You already have
everything you need ✨

The tools exist. The audience exists. The demand exists. All that's missing is you showing up and starting — imperfect, uncertain, and doing it anyway. That's how every creator story begins.

Visit the Shop ✨

Commission an Order

Read the Webtoon

Main account: @darciediaries

Studio: @ai.darcie_studios

Website: bookishduke.com

Thank you for supporting an independent creator 🌸