ACROSS THE TABLE

BUSINESS CONSULTING

BUSINESS JOB 11 · EPISODE 11

Midjourney vs Firefly vs DALL·E

Generating images for your business — and the licensing question most people skip

Knowledge Article 11

AI Stack Series · acrossthetable.biz

© 2026 Across the Table Business Consulting · acrossthetable.biz · All Rights Reserved

THE JOB THESE THREE DO

You need a picture. For a post, a flyer, the top of a web page. Stock photos look like stock photos, and a photographer is a budget you do not have for a social post.

These three generate images from a description you type. The results can be genuinely good.

The question most people skip is whether you are allowed to use what comes out, commercially, in your business. That differs between these three and it matters more than image quality.

> **CHECK THIS BEFORE YOU PUBLISH ANYTHING**
> Rights to use generated images commercially vary by tool and by plan, and they change. Firefly is specifically trained for commercial use and is the clearest on licensing. For the others, read the current terms for the plan you are on before an image goes anywhere customers see it.

WHO EACH ONE IS

Midjourney — the beautiful one

What it is: High-quality generated imagery with a strong aesthetic.

Best for: Concepts, moodboards, distinctive marketing visuals.

Watch out for: Check usage rights before commercial use.

Midjourney produces the most striking images with a recognisable aesthetic. It is also the one where you most need to check what you are permitted to do with the result.

Firefly — the safe one

What it is: Adobe’s generative imaging, trained for commercial use.

Best for: Teams who need clearer licensing and Adobe integration.

Watch out for: Best value inside Creative Cloud.

Firefly is Adobe’s, trained for commercial use, which makes the licensing position considerably clearer. If your work goes in front of customers regularly, that clarity is worth more than a slightly better picture.

DALL·E — the convenient one

What it is: Image generation inside ChatGPT.

Best for: Quick visuals while you’re already working in ChatGPT.

Watch out for: Text in images still comes out wrong.

© 2026 Across the Table Business Consulting · acrossthetable.biz · All Rights Reserved

DALL·E sits inside ChatGPT, so if you are already there you can ask for an image mid-conversation. Convenient rather than best. Still cannot reliably put readable text in an image.

HOW THEY COMPARE

	Midjourney	Firefly	DALL·E
Best for	Creative visuals	Professional design workflow	Conversational image creation
Ease of use	Intermediate	Intermediate	Beginner
Small-business fit	High	High	High
Larger-business fit	High	High	High
Its main job	Creative concept generation	AI-assisted professional design	Generate and edit ideas through conversation
Choose this if	Creative exploration matters	Your team uses Adobe	You want simplicity and conversational control
Price	Paid per month.	Credits; included in CC plans.	Included with ChatGPT plans.

Ease of use splits here: Midjourney and Firefly are intermediate, DALL·E is beginner because you simply ask for it in a conversation you are already having.

HOW A BUSINESS ACTUALLY USES EACH ONE

A business posting regularly

Firefly, because dozens of images a month going in front of customers makes licensing clarity the deciding factor, not aesthetics.

A business doing something distinctive

Midjourney for a campaign where the look is the point — a launch, a brochure cover. Check the terms for your plan first.

An owner already using ChatGPT

DALL·E for a quick illustration mid-task. No new subscription, no new tool to learn. Good enough for a blog header, not for a billboard.

© 2026 Across the Table Business Consulting · acrossthetable.biz · All Rights Reserved

WHAT IT COSTS

Midjourney is paid only. Firefly is credit-based and included with Adobe Creative Cloud. DALL·E comes with a paid ChatGPT plan.

If you already pay for ChatGPT or Creative Cloud, you already have image generation. Check what you are paying for before adding a third subscription.

WHERE THIS SITS IN YOUR STACK

Generating the picture is only the beginning. Your AI image platform creates the visual concept. Canva can turn that image into an advertisement, flyer or social post. Photoshop can handle more advanced professional editing. The final visual might go to Shopify for an ecommerce campaign, Webflow for the website, or your social-management platform for distribution. The AI image isn’t the campaign. It’s an asset moving through your creative production system.

The pieces around it:

- Canva — final marketing layouts
- Photoshop — professional editing
- Shopify — ecommerce
- Webflow — websites
- Buffer / Hootsuite — social distribution

THE CEO DECISION

- Where will these images appear? Customer-facing work raises the licensing stakes.
- Do you already pay for Adobe or ChatGPT? You may already have this.
- Have you read the commercial terms for the plan you are on?
- Does the image need readable text in it? All three still struggle, so plan to add text yourself afterwards.

APPLY IT TO YOUR BUSINESS

Look at the last five images you used in your marketing. Work out where each came from and whether you are certain you were allowed to use it.

If any answer is "I am not sure", that uncertainty is the real problem, and it is a better reason to pick a tool with clear licensing than any difference in image quality.

© 2026 Across the Table Business Consulting · acrossthetable.biz · All Rights Reserved

YOUR QUICK REVIEW

- ☐ Where will the images actually be used?
- ☐ Do I already pay for Adobe or ChatGPT?
- ☐ Have I read the commercial terms for my plan?
- ☐ Am I certain about the rights on images I already use?
- ☐ Does the image need text in it?
- ☐ Who approves an image before it goes out?

ADDITIONAL RESOURCES

Tool	Where to find it	What it is for
Midjourney	www.midjourney.com	Concepts, moodboards, distinctive marketing visuals.
Firefly	www.adobe.com/products/firefly.html	Teams who need clearer licensing and Adobe integration.
DALL·E	openai.com/dall-e-3	Quick visuals while you're already working in ChatGPT.
Across the Table AI Assessment	acrossthetable.biz/#assessment	Fifteen minutes. Tells you which of the twenty jobs to start with.
The Scaling Edge	acrossthetablebiz.substack.com	Weekly newsletter for owners without a business background.

CONTINUE LEARNING

This is Business Job 11 of twenty. Episode 12 is Pay and Manage People — JuntosHR, Rippling and Deel.

Episode 3, Gamma vs Canva vs Beautiful.ai, pairs with this one — Canva is where generated images usually end up being placed.

READ AND CONNECT WITH ACROSS THE TABLE

Across the Table website: https://acrossthetable.biz

The Scaling Edge newsletter: https://acrossthetablebiz.substack.com

YouTube: https://www.youtube.com/@AcrossTheTableConnie

LinkedIn: https://www.linkedin.com/in/connie-jacobo-ramirez

© 2026 Across the Table Business Consulting · acrossthetable.biz · All Rights Reserved

Questions: info@acrossthetable.biz · 480-582-4716

© 2026 Across the Table Business Consulting · acrossthetable.biz · All Rights Reserved

LEGAL NOTICE AND COPYRIGHT

Copyright © 2026 Across the Table Business Consulting. All Rights Reserved.

Across the Table Business Consulting is a trade name of Bold and Beautiful Beauties, Phoenix, Arizona.

Trademarks

The CEO Shift™, JuntosHR™, the Across the Table brand name, and the methodologies described in this document are trademarks of Across the Table Business Consulting and may not be used without written permission. All other product and company names are the trademarks of their respective owners and are referred to here for identification only. No endorsement, affiliation or sponsorship is implied.

Permitted use

This article is provided to the reader for their own business education and for use inside their own company.

Prohibited use

No part of this document may be copied, resold, taught as the work of another, uploaded publicly, stripped of attribution, or used to build a derivative product. Coaching or group use requires a written licence obtained from info@acrossthetable.biz.

Enforcement

Across the Table Business Consulting reserves all rights available to it, including issuing takedown notices under the Digital Millennium Copyright Act and bringing civil proceedings under 17 U.S.C. § 501. Statutory damages of up to $150,000 per infringement may be sought for wilful infringement.

Disclaimer

This article is provided for educational purposes only. It is not legal, tax, accounting or financial advice, and no specific business outcome is guaranteed or implied. Prices, features and plan names for any software mentioned change without notice; confirm current pricing with the provider before committing. Always consult a qualified professional before making a financial decision for your business.

ACROSS THE TABLE BUSINESS CONSULTING

101 N First Ave, Suite 2325-1495, Phoenix, AZ 85003

info@acrossthetable.biz · 480-582-4716 · acrossthetable.biz