

THE NEWSLETTER LAUNCH KIT

Start a small niche newsletter, reach your first 100 readers, and know the platform and email rules before you pitch a sponsor

A small list can run sponsor ads, but not for free and not overnight: beehiiv's ad network needs a paid plan, beehiiv says expected payouts are not guaranteed, and commercial email has legal rules. This kit is the plan I would follow, with the platform and FTC rules quoted from their own pages (checked October 9, 2026). Educational only. Not legal advice. Not affiliated with beehiiv or the FTC. No income is promised.

THE 5 STEPS

- Step 1. Pick ONE niche you can write about every week: one kind of reader, one topic. Test: can you list 20 issue ideas in ten minutes? (Worksheet on page 2.)
- Step 2. Start on a free plan. beehiiv's pricing page shows Free as "\$0" and "Free forever", and its Plan limits table lists "Up to 2,500" subscribers for Free. Upgrade only when the list is real.
- Step 3. Send a short first issue with a free gift for subscribing: a checklist, a template or a prompt list your reader can use today. (Template on page 2.)
- Step 4. Grow the list with posts you already make: put the sign-up link in your bio, in every post and in the first comment. Goal: your first 100 readers before you pay for anything. (Plan on page 3.)
- Step 5. When the list is real, offer one sponsor slot and label it as an ad. Use only numbers from your own dashboard. (Email and media-kit list on page 3.)

THE PLATFORM RULE THAT SETS THE ORDER

beehiiv Ad Network FAQ (page updated Oct 1, 2026)

"The Ad Network is available to anyone on a paid plan, who is actively sending on beehiiv." and "It is not a guaranteed amount, but rather an estimate based on historical email performance for your newsletter and from prior campaigns we've run through the beehiiv Ad Network."

beehiiv pricing page (captured Oct 9, 2026)

Plans shown with the slider at 1,000 subscribers and yearly billing: Free "\$0" ("Free forever"); Lite "\$49" a month, which adds "Paid subscriptions" and "Ad monetization"; Pro "\$95" a month. Prices depend on list size and change, so read the live page.

NICHE PICKER (FILL IN THREE ROWS)

Niche idea	Who reads it	20 ideas?	Free gift idea

- Example niches, not a recommendation: first-time home buyers in your metro area; landlords with a few rentals; local contractors who want more calls.
- Pick the one where you already know the questions people ask. A narrow list is easier to write for and easier to explain to a sponsor.

ISSUE ONE TEMPLATE (FILL THE BRACKETS)

Subject line

[ONE-LINE PROMISE] (issue 1 of [NEWSLETTER NAME])

Body

Hi [FIRST NAME], welcome. Every [DAY] I send one short email about [TOPIC] for [WHO]. This week: 1) [ONE TIP OR FINDING, ONE PARAGRAPH]. 2) [A SECOND, SHORTER ONE]. 3) [ONE LINK YOU TRUST AND WHY]. Your free gift: [GIFT AND LINK]. One question: [A QUESTION THEY CAN ANSWER BY REPLYING]. See you [DAY], [YOUR NAME]. [YOUR MAILING ADDRESS]. [UNSUBSCRIBE LINK FROM YOUR PLATFORM]

FREE GIFT IDEAS (PICK ONE, MAKE IT IN AN HOUR)

- A one-page checklist for the thing your reader does every week.
- A fill-in-the-brackets template (an email, a script, a form).
- A list of 10 prompts they can paste into an AI chat.
- A short glossary of the words beginners get wrong.
- A calendar or tracker they can copy.

KEEP THE ISSUE SHORT AND THE DAY THE SAME

- Same day, same time, same length. Readers learn when to expect you.
- End every issue with one question and invite replies. Replies tell you what to write next.

GROW TO YOUR FIRST 100 READERS (FOUR WEEKS, FREE)

Week	Do this	New readers
Week 1	Sign-up link in your bio and every post	
Week 2	Message 10 people who fit the niche and ask	
Week 3	Reply to every comment with the free-gift link	
Week 4	Ask your first readers to forward issue one	

PROOF-TEST LOG (DO NOT PAY FOR ANYTHING UNTIL YOU HIT 100)

Date	Where the link was	New readers	Total

SPONSOR EMAIL (COPY, FILL THE BRACKETS)

Subject: A sponsor slot in [NEWSLETTER NAME] for [WHO]

Hi [NAME], I write [NEWSLETTER NAME], a weekly email for [WHO YOU WRITE FOR]. Today it has [NUMBER] subscribers and an open rate of [X]% (both from my own dashboard, checked [DATE]). I have one sponsor slot open on [DATE]: [FORMAT, e.g. a short text ad with one link], labeled as an ad. Price: [YOUR PRICE]. Want the details? [YOUR NAME], [YOUR MAILING ADDRESS]. If you do not want emails like this from me, reply STOP and I will remove you.

ONE-PAGE MEDIA KIT: WHAT TO PUT ON IT

- Who reads it, in one sentence.
- Subscriber count and open rate, from your own dashboard, with the date. Never invent or round up a number.
- A link to a real issue. The ad format and length (for example, a 60-word text ad plus one link).
- Your price and how you label ads ("Ad" or "Advertisement"). A contact email.

THE EMAIL RULES CHECKLIST (FTC CAN-SPAM GUIDE)

- [] Header info is accurate: "From," "To," "Reply-To" identify you.
- [] The subject line matches what is inside.
- [] Ads are labeled. FTC: "you must disclose clearly and conspicuously that your message is an advertisement."
- [] Your valid physical postal address is in every email (FTC: a street address, a registered post office box, or a registered private mailbox).
- [] Every email explains clearly how to opt out of future marketing email.
- [] Opt-outs are honored fast. FTC: "You must honor a recipient's opt-out request within 10 business days."
- [] You watch what a partner sends for you. FTC: both the company promoted and the company that sends the message may be held legally responsible.
- FTC: "The law makes no exception for business-to-business email." Your sponsor pitches count too.
- FTC: "Each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$53,088, so non-compliance can be costly."

HOW BEEHIIV'S AD NETWORK WORKS (IN THEIR WORDS)

- Plans: Ad Network, "anyone on a paid plan." Direct sponsorships, "anyone on a Pro or Enterprise plan."
- Pay: "beehiiv ad campaign payouts are based on CPM or CPC." "Payouts are sent on the 20th of each month for the prior month's ad units." A Stripe Express account is required.
- Your choice: "There is no requirement to run the ad." Small lists: "you may see fewer offers initially." Pace: "It's a marathon, not a sprint."

WHERE THIS COMES FROM

- beehiiv pricing page
- beehiiv Help: Ad Network FAQ
- FTC: CAN-SPAM Act, A Compliance Guide for Business
- FTC: Native Advertising, A Guide for Businesses (ad labels such as "Ad" and "Advertisement")

Checked October 9, 2026. Prices, plans and rules change; read the live page before you rely on anything here. Educational only. Not legal advice. Not affiliated with beehiiv or the FTC. No income or sponsor deals are promised.

Need sponsors to pitch?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Check addresses before you pitch: EmailClik.com verifies emails (free version)