

A woman with long dark hair, wearing a brown suede coat over a black turtleneck, blue jeans, and a large ornate belt buckle, stands in a modern interior. She is wearing large, round, patterned earrings. The background shows a dark wooden desk with a brass lamp and some books.

PERMISSION • PUBLISH • SPONSOR

NEWSLETTER BUSINESS GUIDE

Earn permission first.

Publish on schedule.

Sell one sponsor unit.

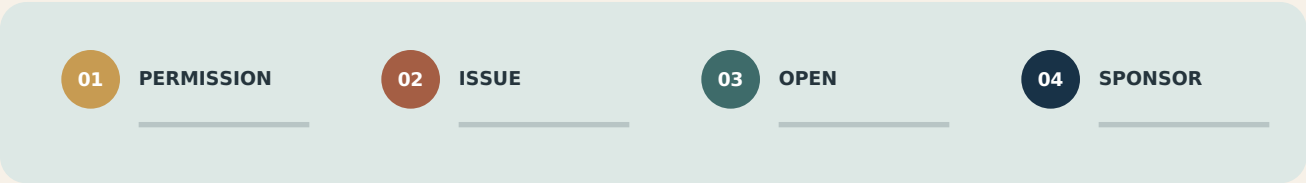
AUDIENCE | ISSUE | METRIC | SPONSOR

Veteran's Strategic Solutions LLC

START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to test the editorial promise, budget publishing tools, price sponsorships, document sponsor scope, invoice placements, track permission and performance, and control CAN-SPAM, consent, privacy, advertising disclosure, claims, deliverability, intellectual property, accessibility, platform, and data-security risks.

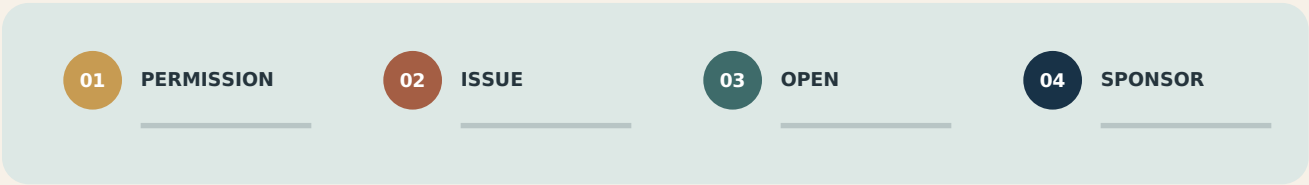


EDITORIAL PROMISE | Define one audience, one recurring problem, one cadence, and one reason to open.

PIECE	USE
Core guide	Write three issues before launch, invite permission, and prove a repeatable cadence before selling sponsorship.
Operating kit	Use the startup, budget, sponsorship estimate, agreement, invoice, editorial tracker, and compliance pages for every issue and sponsor.

CORE GUIDE 01

1. The bet



What is not yet true: those 550 people have not agreed to receive a newsletter. A collected business card is not a subscriber. That distinction is legal as well as practical.

The fastest zero-budget test: write one issue. Send a permission invitation to fifty people who know the sender, asking whether they want the issue and the next one. If most opt in and engage, there may be a newsletter. If it lands flat, one evening was spent.

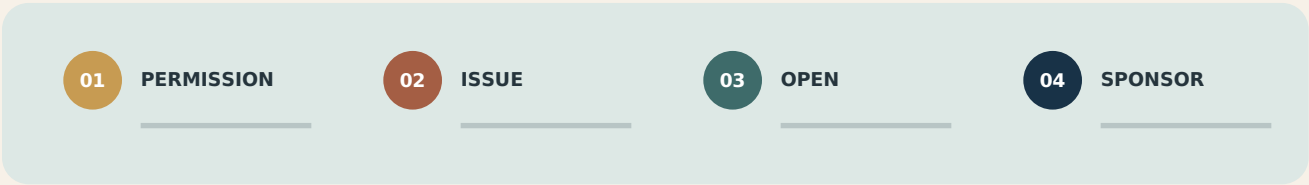
Three reasons it fails:

Cadence kills it. A newsletter is a promise to show up on a schedule. Missing three in a row ends it, and the schedule always collides with a busy month.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

CORE GUIDE 01

1. The bet Continued



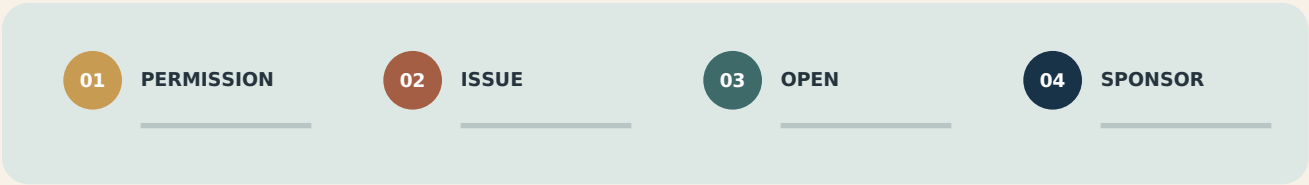
Nothing to say. Aggregating other people’s links is not a reason to subscribe. It needs something only the owner has.

Sending to people who did not ask damages the network the owner spent a year building, and creates CAN-SPAM exposure. Permission is not optional.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

CORE GUIDE 02

2. Who reads it, in their own words



The soldier eighteen months out. “Everybody tells me to start planning early and nobody tells me what to actually do this month.”

The spouse. “I need to know what is happening on and around post that actually affects us.”

The recently separated veteran. “I found out about that benefit two years too late.”

The local small business owner. “Who is hiring, what events are coming, who do I need to know.”

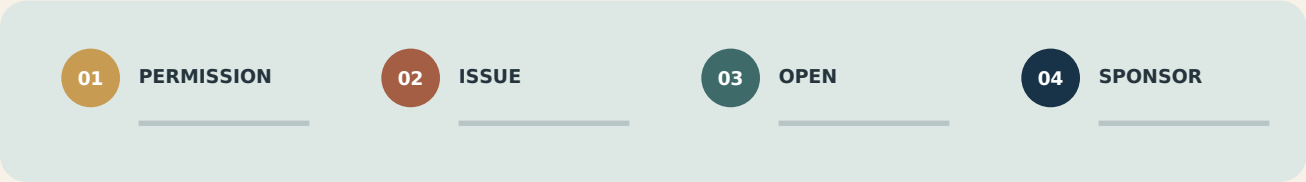


PERMISSION FLOW | Invite contacts to subscribe; do not treat an existing contact list as automatic consent.

CORE GUIDE 02

2. Who reads it, in their own words

Continued



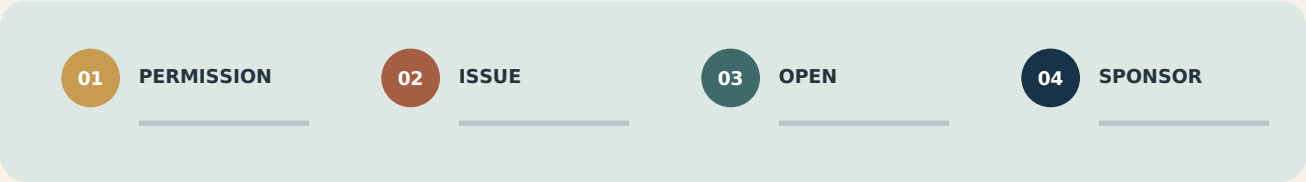
What many audiences lack is a single reliable source. Useful information is often scattered across social groups, word of mouth, briefings, websites, and separate email lists.

The newsletter needs an authentic information advantage: direct subject knowledge, recurring access to useful questions, original analysis, curated opportunities, or a trusted point of view. State that advantage truthfully.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

CORE GUIDE 03

3. The smallest version he can charge for



The newsletter itself can be free. It is not necessarily the product — it can be the channel. Charging too early may cap list growth at the wrong moment.

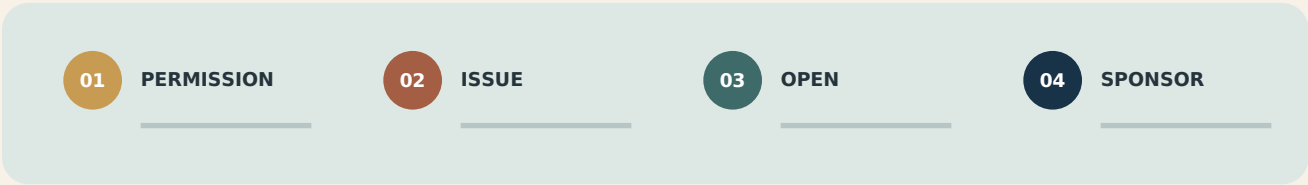
What the channel sells:

Sponsorship. A local business paying to be in front of a targeted list of military families. This is real revenue and it is the reason to build the list rather than just have one

The smallest paid version: one sponsor, one issue. That is a sellable unit once the list has a size and an open rate to quote.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

4. What it takes



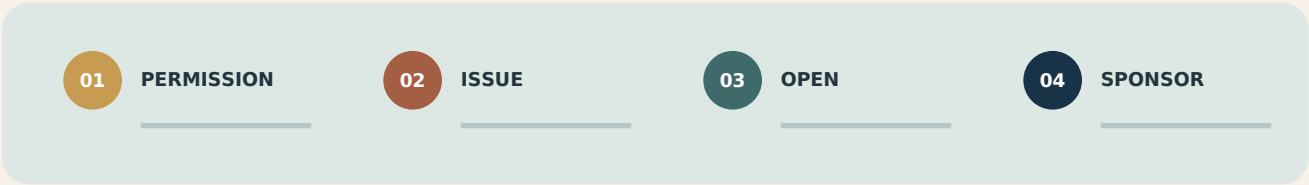
The legal part, and it is not optional. CAN-SPAM requires a working unsubscribe, a real physical address in every commercial email, and honest subject lines. A collected business card is not consent to be added — send a single invitation, and only add the people who accept.

The permission problem is the actual first task, not the writing.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

CORE GUIDE 05

5. Pricing



Pricing here means sponsorship pricing.

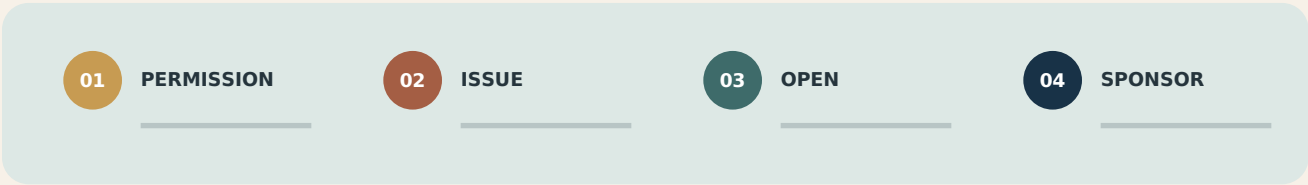
Low — a classified line. A few lines of text, cheap, easy to sell, worth little.

Mid — a sponsored slot per issue. One business, top of the issue, sold by the month. This is the workable unit.

Premium — category exclusivity. One insurance agent, one lender, one moving company, for a quarter. Costs more, sells harder, and is worth more to the sponsor because it locks out a competitor.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

5. Pricing Continued



Recommendation: do not sell sponsorship until the list is real and the open rate is known. Sponsors buy attention, and attention is a number. Build for six months first, then sell exclusivity rather than slots.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

CORE GUIDE 06

6. First 90 days, and the one metric

01

PERMISSION

02

ISSUE

03

OPEN

04

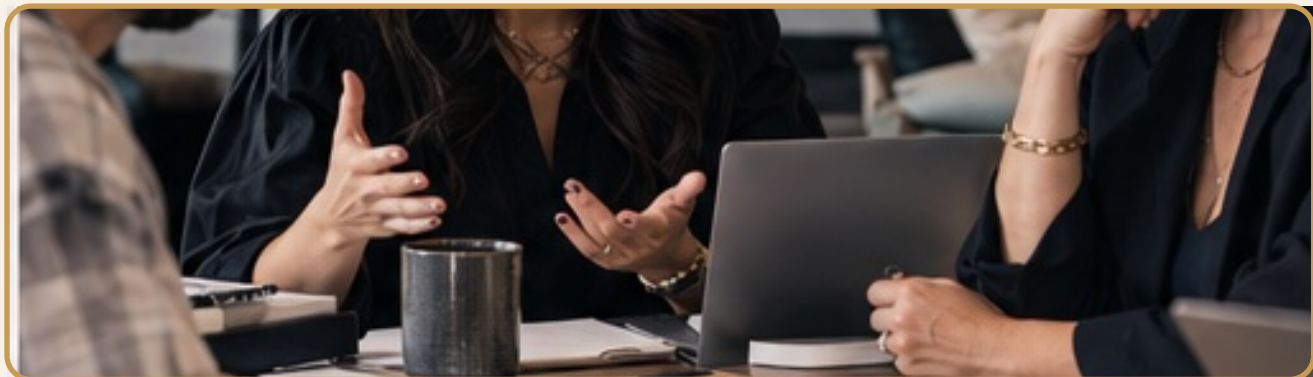
SPONSOR

Days 1-30. Write three issues before publishing any. If three cannot be written, the cadence will not hold. Send the permission invitation to the existing contacts.

Days 31-60. Publish on a fixed schedule — monthly is enough and easier to keep than weekly. Add the signup link to the binder, the website and the business card QR.

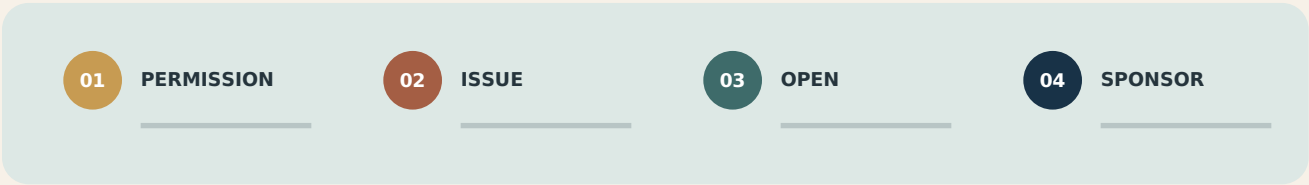
Days 61-90. Keep the schedule. Measure. Do not sell anything yet.

The one metric: open rate, not list size. A list of 300 people who open is worth more than 3,000 who do not, and any sponsor worth having will ask for that number rather than the subscriber count.



SPONSOR PACKAGE | Define placement, audience, disclosure, creative rules, reporting, and outcome limits.

7. Honest assessment



What is genuinely good. Zero cost, no licence, no equipment, and it makes every other line work better — a launch, a job fair, a new product all get an audience on day one instead of starting cold. It also survives the move to mobile living intact.

What is against it. It is a recurring writing obligation with no immediate revenue, competing for time against lines that pay this month. Most newsletters die from the author getting busy, not from lack of readers.

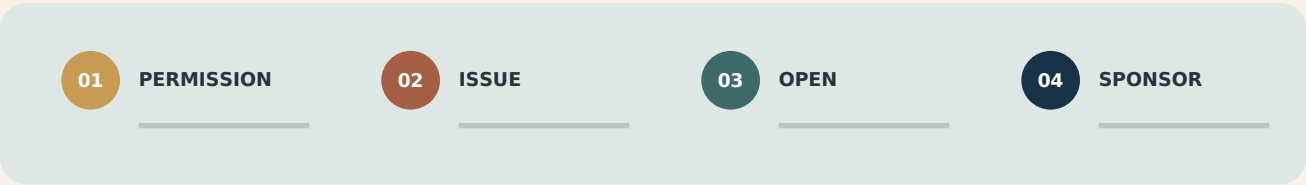
Against the owner's bar: the newsletter will not produce meaningful direct revenue in year one. It is infrastructure. Its value is that it makes the revenue lines cheaper to run, which is real but does not show up as a line item.

The recommendation. Build it, but commit to monthly rather than weekly, and write three issues before publishing one. If three cannot be written in a fortnight, do not start.

BUSINESS LENS	CONTROL
Permission	Contacts are not subscribers until they knowingly opt in.
Promise	Each issue needs useful information the audience cannot get as easily elsewhere.
Sponsor	Sell a defined placement without promising clicks, leads, or sales.

CORE REFERENCE

Startup Tool Reference



Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

Item	Cost / source
Email platform	Several have free tiers into the low thousands of subscribers. Verify current limits — free tiers change constantly
Domain and sending address	Domain and sending address [VERIFY]
Signup form	Free with any platform; links from the binder QR and the website
Licensing	None
Real startup cost	Zero, until the list outgrows a free tier

WORKSHEET 01

Startup Checklist

01

PERMISSION

02

ISSUE

03

OPEN

04

SPONSOR

DONE	ACTION	OWNER DATE NOTES
☐	Define the exact newsletter business guide customer, problem, deliverable, service area or channel, and buying trigger.	
☐	Run the source's smallest low-cost demand test before buying major equipment or committing to long-term overhead.	
☐	Write the offer, inclusions, exclusions, timing, acceptance standard, and customer responsibilities.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm federal, state, local, tax, advertising, privacy, accessibility, contract, and record requirements [VERIFY].	
☐	Obtain general liability, professional liability, cyber, property, auto, workers' compensation, and client-required coverage as applicable [VERIFY].	
☐	Create intake, estimate, scope, approval, delivery, quality-control, incident, invoice, and closeout records.	
☐	Price from actual labor, materials, equipment, travel, payment fees, taxes, rework, overhead, and reserve.	
☐	Complete one paid pilot and document the result only with written customer permission.	
☐	Track the one metric from the source, plus gross margin, delivery time, exceptions, referrals, and repeat work.	

WORKSHEET 02

Equipment and Budget Worksheet

01

PERMISSION

02

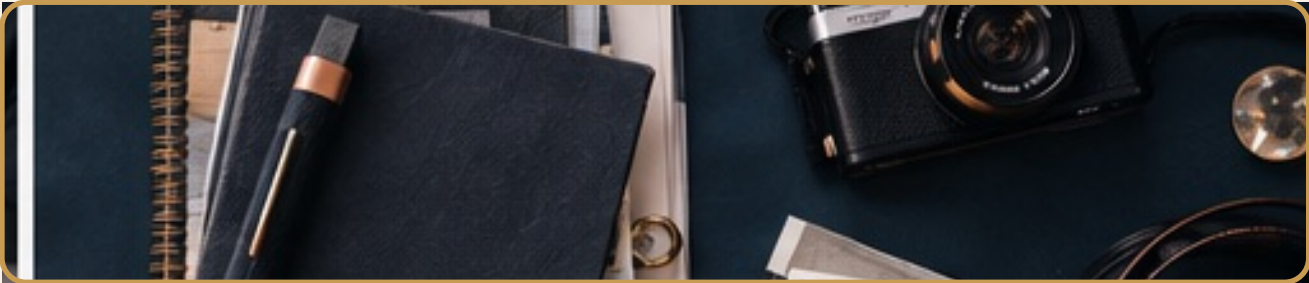
ISSUE

03

OPEN

04

SPONSOR



PUBLISHING SYSTEM | Standardize planning, writing, review, consent, sending, analytics, sponsorship, and archives.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business formation, registrations, licensing, tax, contracts, and professional review [VERIFY]				
General liability, professional liability, cyber, property, auto, workers' compensation, and client coverage [VERIFY]				
Core equipment, tools, supplies, safety gear, storage, maintenance, replacement, and backups				
Computer, phone, software, scheduling, payment, e-signature, records, security, and backup				
Website, business email, phone, listings, signage, accessibility, privacy, and marketing [VERIFY]				
Original intake, estimate, scope, checklist, quality, incident, invoice, and closeout templates				
Training, credentials, continuing education, renewal, testing, and professional memberships [VERIFY]				
Vehicle, delivery, travel, fuel, mileage, parking, tolls, rental, and route costs as applicable				
Bookkeeping, merchant fees, taxes, legal review, data protection, and records [VERIFY]				
Contractor, employee, payroll, supervision, quality control, and administrative support [VERIFY]				
Working capital, refunds, rework, claims, chargebacks, downtime, deductibles, and reserve				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

01

PERMISSION

02

ISSUE

03

OPEN

04

SPONSOR

CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Single-issue sponsor	Placement and issue	
Multi-issue sponsor	Issues × rate	
Premium placement	Position and limits	
Sponsored section	Length and disclosure	
Creative preparation	Sponsor or publisher	
List or segment [VERIFY]	Permission-based audience	
Performance report	Defined metrics	
Approved revision	Written basis	
Tax or fee [VERIFY]	Confirmed basis	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Newsletter Sponsorship Agreement



FIELD	AGREED DETAIL
Customer, legal entity, contacts, billing, service or delivery location, dates, and decision-maker	
Customer need, current condition, objective, constraints, success standard, and source documents	
Selected offer, quantities, deliverables, inclusions, exclusions, options, and completion standard	
Schedule, access, dependencies, customer preparation, approvals, delays, and communication	
Materials, equipment, substitutions, delivery, storage, utilities, security, and site conditions [VERIFY]	
Inspection, testing, checklist, documentation, acceptance, correction, and handoff	
Change orders, added work, hidden conditions, cancellation, rescheduling, and out-of-scope requests	
Fee, deposit, expenses, tax, invoicing, payment, late payment, refunds, and chargebacks [VERIFY]	
Licensing, permits, insurance, safety, privacy, accessibility, and customer-required controls [VERIFY]	
Warranty, maintenance, service response, damage, loss, limitation, and claim procedure [VERIFY]	
Confidentiality, records, photos, data, testimonials, portfolio use, retention, and deletion [VERIFY]	
Completion, acceptance, closeout, support period, complaint, dispute, termination, and signatures [VERIFY]	

WORKSHEET 05

Invoice Template

01 PERMISSION

02 ISSUE

03 OPEN

04 SPONSOR

BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Discovery or intake			
Core service or product			
Materials or direct cost			
Delivery or travel			
Documentation or quality control			
Approved option			
Approved change			
Tax or required fee [VERIFY]			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Editorial Calendar and Sponsor Tracker

01

PERMISSION

02

ISSUE

03

OPEN

04

SPONSOR

DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

ISSUE DATE	SUBSCRIBERS	DELIVERED	OPEN RATE	CLICKS	SPONSOR
ISSUE DATE	SUBSCRIBERS	DELIVERED	OPEN RATE	CLICKS	SPONSOR
ISSUE DATE	SUBSCRIBERS	DELIVERED	OPEN RATE	CLICKS	SPONSOR

ISSUE DATE	SUBSCRIBERS	DELIVERED	OPEN RATE	CLICKS	SPONSOR
ISSUE DATE	SUBSCRIBERS	DELIVERED	OPEN RATE	CLICKS	SPONSOR
ISSUE DATE	SUBSCRIBERS	DELIVERED	OPEN RATE	CLICKS	SPONSOR

ONE METRIC

PERMISSIONED SUBSCRIBERS: _____ ISSUES ON TIME: _____ SPONSOR RENEWALS: _____

WORKSHEET 07

Newsletter Compliance and Audience Protection

01

PERMISSION

02

ISSUE

03

OPEN

04

SPONSOR

Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, advertising, privacy, accessibility, safety, environmental, and local rules are confirmed [VERIFY].	
☐	Required insurance, certificates, limits, exclusions, additional insureds, drivers, workers, and subcontractors are confirmed [VERIFY].	
☐	Written scope defines the offer, exclusions, responsibilities, schedule, acceptance, payment, warranty, and change control.	
☐	Equipment, tools, vehicles, products, software, storage, access, and backups are inspected and fit for the actual work [VERIFY].	
☐	Training, credentials, permits, inspections, records, recurring renewals, and customer requirements are current [VERIFY].	
☐	Customer, payment, property, employee, health, identity, and confidential data are minimized and protected [VERIFY].	
☐	Pricing, credentials, affiliations, testimonials, savings, results, and outcome claims are truthful and documented.	
☐	Incident, damage, spill, injury, complaint, refund, breach, interruption, and escalation procedures are written [VERIFY].	
☐	Work stops for unsafe conditions, missing authorization, inadequate coverage, prohibited scope, deception, or requirements outside competency.	

STOP RULE

Do not send or publish until permission basis, sender identity, mailing address, unsubscribe process, privacy notice, sponsor disclosure, claim support, intellectual-property rights, accessibility, audience data, platform rules, and correction procedure are confirmed [VERIFY].