1. Your Launch Card

One reader, one promise, ten questions, three sponsors. Keep it on your desk.

1 Sentence 1: who is it for?

Example (Ifeoma, home baker, Fort Wayne): "Home bakers who want their first paying orders."

My answer:

2 Sentence 2: what do they get each week?

Example: "One practical, tested idea every Tuesday they can use that week." If an idea does not fit the two sentences, it does not go in.

My answer:

3 Ten questions your reader asks most (your first ten issues)

#	Question	Where I heard it
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

4 Three companies that already pay to reach these readers

Company	What they sell	Where I saw them advertise

2. Launch in 30 Days

A one-field page, a welcome sequence, a small paid offer, then go where readers already talk.

1 Week 1: a one-field page

One headline	[ ] Yes [ ] No
One short paragraph	[ ] Yes [ ] No
One field: an email address	[ ] Yes [ ] No
No menu, no gallery, no long story about yourself	[ ] Yes [ ] No

2 Week 2: a welcome sequence (three short emails over a week)

Email	Example (Ifeoma)	Mine
1	Who she is	
2	Her single best pricing tip	
3	Reply with your hardest question	

3 Week 3: a small paid offer, early

Example: a pricing worksheet and a short recorded walkthrough for $19, shown once around the third email with a plain explanation of what it covers. Most people did not buy, and that was fine; a handful did.

My offer and price:

4 Week 4: go where your readers already talk

Example: two online groups and a local maker's market chat. Give the full answer in the post, and only then mention that you write more each week. Useful first, no link spam.

Place	Questions I answered

3. Swipe File and First Sponsor

Collect what already works, group it into themes, pitch three sponsors with honest numbers.

1 Swipe file (most to least popular)

Topic or video	Hook (first line)	Questions people asked	Sponsor seen

2 Sponsor email (keep it short)

[ ] Who reads the newsletter
[ ] How many people open it, on average (your actual numbers, not rounded up)
[ ] What one reader said about it
[ ] One simple offer: a short sponsor message in four issues
[ ] In return: their honest feedback at the end

3 Examples (illustrative)

Ifeoma	A few hundred readers after a month	Ifeoma offer	$19 worksheet + walkthrough
Callum	Swipe file built over two weekends	Callum pitch	Wrote to three sponsors
First deal	A few hundred dollars for four issues	Rule	Label every sponsored section

4 Do this this week

[ ] Write your two sentences: who it is for, and what they get each week
[ ] List the ten questions your reader asks most
[ ] Write down three companies that already pay to reach those readers
[ ] Build the one-field page
[ ] Write your weekly routine as a checklist in Systex, so send day never depends on your memory

Ifeoma, Callum and their figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.