Ways to earn from a newsletter

A newsletter with readers who trust it can pay for itself and more. These are the common models, and what each one asks of you.

Sponsorships

A brand pays to be featured in an issue. It works best when the sponsor fits your readers and the placement is clearly labelled. Sponsors care about the audience you reach and how engaged it is, so know your numbers and be honest about them.

Paid subscriptions

Readers pay for the newsletter itself, or for extra issues on top of a free one. This model needs content readers cannot easily get elsewhere and a steady schedule they can rely on.

Affiliate links

You earn a commission when a reader buys something you recommend. Recommend only what you would suggest anyway, and say clearly when a link earns you money. In many countries that disclosure is a legal requirement.

Your own products

Templates, guides, courses or tools that grow out of what you write about. Your readers already know your work, which makes them the most likely buyers of anything you make.

Services

Consulting, coaching or done-for-you work for readers who want more than the newsletter can give. A newsletter is a good way to show expertise to people who may hire you.

Choosing a model

- **Small, focused audience:** products, services and affiliate links often work before sponsorship does.
- **Large, broad audience:** sponsorship becomes practical as the list grows.
- **Unique, in-depth content:** paid subscriptions can work at any size.

Protect the trust that pays

Every model depends on readers believing you. Label paid content, keep the ratio of value to promotion high and turn down offers your readers would not want.