BrightSide Streams

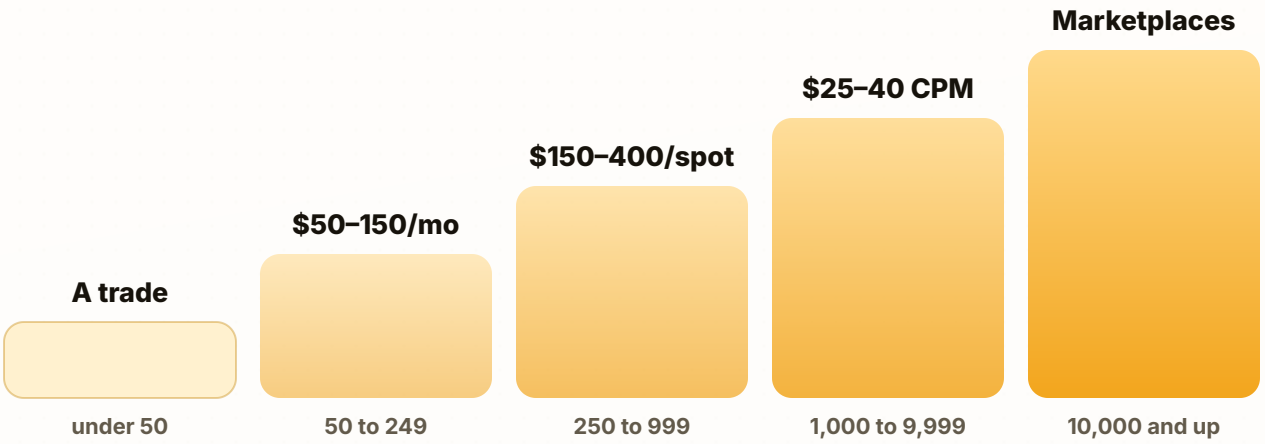
FREE GUIDE · SPONSORS, SCRIPTS, DISCLOSURE

Get Paid From Your *Show*

Know when you are ready, pitch like a person, and keep your listeners' trust.

THE SPONSOR LADDER · WHAT TO ASK FOR, BY PLAYS AN EPISODE

FROM THE STUDIO'S SPONSOR DESK



- Know the numbers that count
- A pitch you can copy
- Label it the right way

Starting asks, not promises. Your show sets your results.

brightsidestreams.com

HOW A SHOW EARNS

Small shows get paid. *By being honest first.*

A small show rarely gets paid by an ad network. It gets paid by one local or niche business that wants exactly your listeners, and by fans who want more of you. This guide shows you how to tell when you are ready, what to ask for, how to pitch, how to say no to a claim you can't back, and how to label a paid read. Then it shows what BrightSide pays you through today, and what is still coming.

Know your numbers

Counted plays, never estimates. The number you quote is the one a sponsor can check on your sponsor page.

Pitch like a person

Short, plain, true. Why this business, what you said on air that fits them, one clear ask.

Keep their trust

Say no to claims you can't stand behind, and label every paid read out loud and in writing.

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No income promises here. Every number is one the studio counts, or a band the studio itself uses to judge what you can honestly ask for.

STEP 1 · YOUR NUMBERS

The numbers a sponsor *reads first*

A business wants two answers: do real people listen, and do they keep coming back? BrightSide counts these on its own player, and never estimates them.

Plays per episode

The average across your published episodes. The Sponsor desk reads it first, and it sets your band (next page).

Episodes and rhythm

How many you have published, and how many a month over the last 90 days. Steady reads as a safe partner.

How much people watch

The average share of an episode watched, shown once your episodes have enough plays to measure.

Likes and comments

Counted over 7, 30 or 90 days, with your best episodes. Proof that people care, not just click.

Your sponsor page `brightsidestreams.com/@yourshow/sponsor`

CREATOR PLAN AND UP

The page you send: your counted numbers, your latest episode, what a sponsor gets (a host-read mention, their link on the episode page and in the show notes, a mention in the clips from that episode) and a reply form that lands in your inbox. It comes with your show page.

SAY THESE, BECAUSE THEY ARE COUNTED

- **Plays per episode**, as your sponsor page shows them
- **Episodes published** and how often
- **Share of an episode watched**, when it is shown

NEVER CLAIM THESE

- **Listener demographics.** The studio does not collect them
- **Completion rates in podcast apps.** The apps do not report them
- **Any number you can't show.** One soft number and they stop reading

ASK YOUR OWN AI, THROUGH THE CONNECTOR

Uses `get_show_numbers`

```
What are my show's numbers for the last 30 days?
```

COPY

STEP 2 · READINESS

Are you ready? *The five bands.*

The studio's Sponsor desk reads your plays per episode and tells you which kind of deal your show has earned. Penny, the crew's sponsorship helper, judges with the same bands. Below the first one, the honest answer is "not yet".

Under 50 PLAYS AN EPISODE	**Not yet: trade.** Nobody is buying reach at this size, and pretending costs you the relationship. Trade a genuine read for a meal, gear or a service, or take a cut per customer who mentions you.	**A trade or pay per customer. No rate card.**
50 to 249 PLAYS AN EPISODE	**One local business.** Small enough to sign out of petty cash. Sell the month, never the episode: a month looks like a partnership.	**$50 to $150 a month, flat**
250 to 999 PLAYS AN EPISODE	**Flat per spot.** A niche audience is worth more per head than a broad one. The business is buying fit, not reach.	**$150 to $400 per spot, flat**
1,000 to 9,999 PLAYS AN EPISODE	**The range the industry quotes.** Price per thousand plays (CPM) for a read you perform yourself; take flat when it comes out higher.	**$25 to $40 CPM host-read, or flat**
10,000 and up PLAYS AN EPISODE	**Ad marketplaces open.** They are convenient, take a cut and pay standard rates. Test one direct deal before you hand them everything.	**Marketplaces, and direct deals**

WHEN THE ANSWER IS "NOT YET"

You get your real number, how far you are from 50, and a trade to try meanwhile: mention a local business you like, in exchange for them sharing your episode with their customers. Penny needs at least one published episode with a transcript to read.

NEVER DO THIS

Under 1,000 plays, never quote a CPM: on 200 plays a $20 CPM is $4, and the deal dies on the arithmetic. Never round a number up. Never accept a lower automated ad rate for a read you perform yourself.

> These are the starting asks the Sponsor desk suggests, drawn from what sponsors pay small shows. They are not a promise of income: what a business agrees to is up to them and you.

STEP 3 · IN YOUR STUDIO

Three sponsor tools, *already in your studio*

Everything here is live in BrightSide Streams today. Open the studio at brightsidestreams.com/studio.

The Sponsor desk LIVE EVERY PLAN

In the Sponsors tab. It reads your own episodes and writes: what your show is really about, who is probably listening (inferred from what you said, and labeled that way), six kinds of business that fit, each with a reason from your episodes, the message to send, and what to fix before you send it. It never names a real business: you know your own street, so you pick the name. It also tells you plainly when you are not ready to ask for money.

3 free reads a day, then it uses credits

The Sponsor read button LIVE

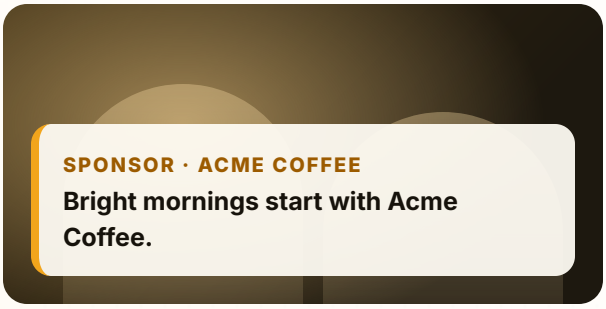
Save the sponsor's name and the read once, under Brand, then Sponsor read. Mid-show, one tap on Sponsor in the live bar: a lower third names the sponsor on screen, the read scrolls on your prompter, and a clip mark lands at that second, so the sponsor's moment gets its own clip.

Set it up once, use it on every show

Your sponsor page LIVE CREATOR PLAN AND UP

brightsidestreams.com/@yourshow/sponsor, with your counted numbers and a reply form. The Sponsor desk's message ends with this link: "the numbers and a reply form are here". A message that says "judge for yourself" is stronger than any claim inside it.

Comes with your show page



WHAT YOUR VIEWERS SEE

The first line of your read becomes the lower third, named as the sponsor. Your brand kit's second mark shows as its picture, a good spot for the sponsor's logo. The full read scrolls on your prompter. Example sponsor, for illustration.

STEP 4 · COPY AND FILL IN

The pitch and the read: *short, plain, true*

The same rules the Sponsor desk writes by. Start with why them. Quote something you really said. State your number once, up front, without dressing it up. Say the read will be labeled. Keep it under 150 words.

THE PITCH EMAIL

COPY

```
Subject: A month on [SHOW NAME], for [BUSINESS NAME]

Hi [OWNER NAME],

I host [SHOW NAME], a show about [YOUR ANGLE]. I'm writing to you because [SOMETHING YOU SAID ON AIR THAT FITS THEM].

I'm not pretending this is a reach play: we average [YOUR REAL PLAYS] plays an episode. What you get is a real voice that people near you already listen to.

The offer: a host-read mention in each episode for one month, clearly labeled as sponsored, your link in the show notes, and a mention in the clips we cut. [ONE ASK, FROM YOUR BAND].

The numbers and a reply form are here: [YOUR SPONSOR PAGE LINK]

[YOUR NAME]
```

THE HOST READ, ABOUT 30 SECONDS

COPY

```
This episode is sponsored by [SPONSOR]. [WHAT THEY DO, IN ONE PLAIN LINE]. [ONE TRUE THING YOU LIKE ABOUT THEM, ONLY IF YOU HAVE TRIED IT]. [THE OFFER: A CODE OR A LINK]. Thanks to [SPONSOR] for sponsoring the show.
```

BEFORE YOU HIT SEND

- [ ] **A real business you know**, its name checked by you
- [ ] **Your number** matches your sponsor page
- [ ] **One ask**, taken from your band
- [ ] **No CPM** if you are under 1,000 plays
- [ ] **Disclosure** mentioned in the offer

STEP 5 · PROTECT YOUR NAME

When a sponsor wants a claim *you can't back*

An example: a supplement brand offers a month of reads. Their script says the product **"cures anxiety"**. Say no to the health claim, keep the door open, and offer an honest read with a clear label.

A SAMPLE REPLY THAT KEEPS THE DEAL AND YOUR TRUST

COPY

```
Hi [NAME],

Thanks for thinking of the show. I'd like to work together, but I can't read the line
that says it cures anxiety. That's a health claim, and I can't stand behind it on air.
I'm not a doctor, and my listeners trust me not to promise them a cure.

Here's what I can do: an honest read, clearly labeled as sponsored. I'll say what the
product is and what's in it, give your code, and share my own experience only if I've
really used it. No claims that it treats, cures or prevents anything.

If that works, send me the product facts you're comfortable having said out loud, and
I'll send you the script to approve before we record.

[YOUR NAME]
```

THE HONEST READ YOU OFFER INSTEAD

COPY

```
This episode is sponsored by [BRAND]. It's a [WHAT IT IS] made with [WHAT THE LABEL SAYS].
[ONLY IF TRUE: I've been taking it for [TIME] as part of my evening routine.] It isn't
medicine and it isn't a treatment for anything, so check with your doctor before you start
a supplement. If you want to try it, [CODE OR LINK].
```

HAPPY TO SAY

- **What it is** and what is in it, from the label
- **The offer**: the price, the code, the link
- **Your real experience**, if you have one

SAY NO TO

- **Cures, treats or prevents** anything
- **Promised results** or "works for everyone"
- **Praise you don't feel** for something you haven't tried

STEP 6 · DISCLOSURE BASICS

Label it.
Out loud and in writing.

In the US, the FTC expects anyone who promotes a product to make it obvious when they were paid or given something for it. The idea is simple: your audience should know before they act on your words.

Say it out loud
At the start of the read, in plain words: "This episode is sponsored by..." On video, say it and show it. On a live show, say it again from time to time for people who join late.

Put it in the caption
"Sponsored" or "Ad" near the start of the caption and the show notes, where people see it without tapping "more". A clip that carries the read needs it too.

Free stuff counts
A free product, a discount, a trade or a family tie to the brand: if you got something or have a connection, say so.

Honest opinions only
Talk only about what you have really tried, and say only what you really think. Don't repeat claims the brand can't prove, like a health claim.

Clear words
"Sponsored", "Ad" and "Paid partnership" are clear. "sp", "spon", "collab" or a thanks buried in a pile of hashtags are not.

Platform labels help
Turn on a platform's paid partnership label when it has one, and still say it yourself. The label alone may be easy to miss.

IN THE STUDIO, THE LABEL IS BUILT IN

- Sponsor read names the sponsor on screen
- Sponsor desk pitches say the read is labeled
- Write "Ad" into that clip's caption

General information to help you label paid content clearly, not legal advice. For the FTC's own plain guide, search "FTC Disclosures 101 for Social Media Influencers". Outside the US, check your country's advertising rules.

STEP 7 · STRAIGHT ANSWERS

What BrightSide pays you *through, today*

Two places, one account: the BrightSide Streams studio on the web, and the Bright Miles app on the App Store. Here is what you can use right now, and what is still being switched on. We will not call anything live until it is.

TOOL	WHERE	STATUS AND WHO IT IS FOR
Sponsor desk your read on sponsors, and the message	Studio	LIVE Every plan. 3 free reads a day, then credits
Sponsor read button lower third, prompter, clip mark	Studio	LIVE Set it once under Brand
Sponsor page your numbers and a reply form	Studio	LIVE Creator plan and up, with your show page
Tip jar your own support links, 0% cut	Bright Miles app	LIVE Pro members or Creators, 18 and over
Profile shop product cards that link to your store	Bright Miles app	LIVE 3 products free, 20 with Pro or a studio plan, 18 and over
Founding Creator a coin, a featured spot, a step skipped	Bright Miles app	LIVE Accounts made by the end of November 30
Subscribers fans pay you monthly for members-only perks	Bright Miles app	COMING Not open yet
Tips and gifts on your lives	Bright Miles app	COMING Not paying out yet
Coach mode a coaching tier for trainers	Bright Miles app	COMING Opens with subscribers
Creator payouts BrightSide paying you, through Stripe	Bright Miles app	COMING Not open yet

"Coming" means built or being built, and not switched on for everyone. We'll say when each one opens. Until then, your sponsors, your tip jar and your shop links are the ways to get paid.

A SECOND WAY TO GET PAID

The Bright Miles app: *same company, same account*

The studio at brightsidestreams.com is where you record and go live. The Bright Miles app is where your profile, your posts and your people are, and it has its own creator tools. One account works in both: the same username and password.

Tip jar, 0% cut LIVE

Add your own support links to your profile (a payment app or a fan support page), and fans tap Tip. Bright Miles takes nothing and never touches the money. In Colombia you can add a Bre-B key instead, which reaches Nequi, Daviplata or any bank.

For Pro members or Creators, 18 and over

Profile shop LIVE

A row of product cards on your profile, each with a big photo and a Shop now button that opens your own store. Buyers pay you there, so Bright Miles never touches the money. Physical products and services only.

3 products free, 20 with Pro or any studio plan. 18 and over

Founding Creator LIVE

Every account made by the end of November 30 can claim it in the app, now or later: a Founding Creator coin on your profile, a featured turn in Who to Follow, and the posts step on the Road to Creator skipped, so you are ready for creator pay when it opens. You accept the Creator Agreement when you claim.

Make your account by November 30. 18 and over

BRIGHTSIDE STREAMS · THE STUDIO
On the web at brightsidestreams.com. Record, go live, edit, cut clips, and the Sponsor desk.

BRIGHT MILES · THE APP
On the App Store. Your profile and posts, your tip jar, your shop, Founding Creator.

Search "Bright Miles" in the App Store

GET THE APP

COMING NEXT, AND YOUR FIRST WEEK

What's coming to the app, *and what to do this week*

These are being built in the Bright Miles app and are not open yet. Nothing here is a promise of income, or of a date.

Subscribers COMING

Fans pay you monthly for members-only posts, lives and perks you choose. On BrightSide, your paying members are your subscribers.

Tips and gifts on lives COMING

Viewers tip or send gifts while you are live, and your share is paid out once creator payouts open.

Coach mode COMING

For trainers: a coaching tier inside subscribers, with workouts you send and weekly check-ins.

Creator payouts COMING

BrightSide paying you for what you earn in the app, through Stripe, on a set payday.

Your *first week*

Day 1 — **Check your numbers** — PAGE 3

Plays per episode, episodes published, and how much people watch. Publish one more episode if you have none with a transcript yet.

Day 2 — **Run the Sponsor desk** — PAGE 5

Find your band and the kinds of business that fit your show, each with a reason from your own episodes.

Day 3 — **Pick 3 real businesses** — YOU KNOW THEM

In the kind that fits best. Ones you buy from, on your own street or in your niche.

Day 4 — **Send one pitch** — PAGE 6

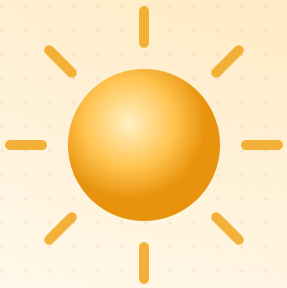
Fill in the template, one ask from your band, your sponsor page link at the end.

Day 5 — **Open the app side** — PAGE 10

Set up your tip jar and shop in Bright Miles, and claim Founding Creator if your account was made by November 30.

YOUR TURN

Make the show. *Then get it paid.*



BrightSide Streams is a professional browser studio for podcasts and live shows, with the Sponsor desk built in. Nothing to install, for you or your guests.

brightsidestreams.com

START FREE

FREE PLAN

$0 no card

30 studio minutes a month in full 1080p, and the Sponsor desk with 3 free reads a day.

CREATOR PLAN

$19.99 a month, billed yearly

Your own show page with its sponsor page, per-guest audio tracks and 5 destinations at once. Every plan at brightsidestreams.com/pricing.

THIS MONTH'S CODE

10% off your first 3 months

STREAMNOV

New members on a monthly plan. Ends Nov 30. Open the link below and the code applies itself.

`brightsidestreams.com/studio?code=STREAMNOV` OPEN

1. **Open the studio** with this month's link and sign up free.
2. **Publish an episode** so your numbers start counting.
3. **Open Sponsors** and run your first read.

Know a creator who should get paid? Send them to our reel on Instagram, **@brightsidestreams**, and have them comment `PAID`. We will send them this guide.