

Copywriting / Newsletter Content

Build curated newsletters that summarize important industry news, trends, tools, and insights with commentary and analysis.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Industry News, Trend Reports, Resource Roundups

Updated: May 2026

Why This Prompt Exists

Most curated newsletters fail because they're just link lists with no value-add.

You get:

- "Here's what I read this week" (so what? Why should I care?)
- no commentary or analysis (just links)
- too many links (overwhelming, not helpful)
- no clear theme or filter (random collection)
- no reason to open over other newsletters

But curation is not aggregation.

It is selection with perspective.

- 3-5 items max (curated, not aggregated)
- Summary of what it is (1-2 sentences)
- Your take (why it matters, what you think)
- Actionable takeaway (what to do with this)

Without commentary, you're just a link collector.

This framework forces AI to curate with perspective.

The Prompt

Assume the role of a curator who adds value through commentary and analysis.

Your task is to write a curated industry newsletter.

STRUCTURE:

1. SUBJECT LINE

- Theme of this week's curation

2. OPENING (1-2 sentences)

- The theme or filter for this edition

3. CURATED ITEMS (3-5 items)

For each:

- Headline/source
- Summary (1-2 sentences)
- Your take (why it matters, 1-2 sentences)
- Actionable takeaway (what to do)

4. CLOSING (1-2 sentences)

- Wrap-up and CTA

Generate:

1. SUBJECT LINE

2. FULL NEWSLETTER (500-800 words)

3. RESOURCE LINKS (ready to hyperlink)

INPUTS:

Industry:

[E.G., "Marketing Tech" / "SaaS" / "Creator Economy" / "AI"]

Curated Items (3-5 articles, tools, or trends):

[LIST LINKS OR DESCRIBE]

Theme for This Edition:

[E.G., "The shift from growth to profitability" / "AI tools for small teams"]

Target Audience:

[WHO ARE YOUR SUBSCRIBERS?]

Your Unique Perspective (what you add):

[E.G., "I test every tool before recommending it" / "I've worked in this industry for 10+ years"]

RULES:

- Curate 3-5 items max (more is overwhelming)
- Each item needs: summary + your take + takeaway
- Summary must be 1-2 sentences (respect their time)
- Your take must add value (not just "this is interesting")
- Takeaway must be actionable ("read this if you struggle with X")

- Include a theme to filter the curation

How To Use It

- Quality over quantity — 3 great items beat 10 mediocre ones.
- Your take is what makes the newsletter valuable — spend time on it.
- The actionable takeaway is what readers remember — don't skip it.
- Curate from sources your audience doesn't have time to follow themselves.
- Include a "why you should care" for each item.

Example Input

Industry: Email Marketing for Creators

Curated Items:

1. Mailchimp's new AI subject line generator (article)
2. ConvertKit's creator survey results (data)
3. A new email deliverability tool (Sweep)
4. Case study: 7-figure creator's welcome sequence (example)

Theme for This Edition: "AI is changing email — but human connection still wins"

Target Audience: Solopreneurs and creators with lists under 10k

Your Unique Perspective: I've grown a newsletter to 50k subscribers using these tools

Why It Works

Most curated newsletters are just link lists.

This framework improves outcomes by forcing:

- 3-5 item limit (curated, not aggregated)
- summary (saves time)

- your take (adds value)
- actionable takeaway (utility)
- theme filter (coherence)

Great curated newsletters don't just share links — they save time and add perspective.

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