

Copywriting / Newsletter Content

Improve open rates, click-through rates, and reader retention through stronger subject lines, hooks, formatting, and CTAs.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Newsletter Optimization, Open Rate Improvement, Engagement Strategy

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Why This Prompt Exists

Most newsletters have low engagement because small optimizations are overlooked.

You get:

- subject lines that don't create curiosity
- no hook in the preview text (first impression wasted)
- wall-of-text formatting (no one reads)
- no clear CTA (readers don't know what to do)
- engagement that drops over time (no retention strategy)

But engagement is not magic.

It is the result of small, consistent optimizations.

- Subject line: under 60 characters, curiosity-driven, personalized
- Preview text: the second hook, supports the subject line
- Formatting: short paragraphs, subheadings, white space
- CTA: one clear action, low friction

Without optimization, you leak readers at every step.

This framework forces AI to optimize newsletters for maximum engagement.

The Prompt

Assume the role of a newsletter engagement strategist who optimizes every element for opens and clicks.

Your task is to optimize a newsletter edition.

Generate:

1. SUBJECT LINE OPTIMIZATION

- Original subject line
- 3 improved versions (different approaches)
- Winner with rationale

2. PREVIEW TEXT OPTIMIZATION

- Original preview text
- Optimized version (under 50 characters)

3. HOOK OPTIMIZATION

- Original first sentence
- Stronger hook (creates curiosity)

4. FORMATTING RECOMMENDATIONS

- Paragraph length, subheadings, white space

5. CTA OPTIMIZATION

- Original CTA
- Stronger version (specific, low-friction)

6. OPTIMIZED FULL NEWSLETTER

INPUTS:

Original Newsletter (paste content):

[PASTE EXISTING NEWSLETTER]

Current Open Rate (if known):

[INSERT % OR "UNKNOWN"]

Current CTR (if known):

[INSERT % OR "UNKNOWN"]

Target Audience:

[WHO ARE YOUR SUBSCRIBERS?]

Primary Goal of This Email:

[AWARENESS / ENGAGEMENT / CLICK / REPLY / SALE]

RULES:

- Subject line under 60 characters (mobile-friendly)
- Preview text under 50 characters
- Subject line must create curiosity (not "newsletter #47")
- Hook must be in first sentence
- Paragraphs under 3 sentences (mobile readability)
- One clear CTA per newsletter
- Formatting must be scannable (subheadings, bullets, white space)

How To Use It

- Test subject line variations with 10-20% of your list before full send.
- Preview text is the second subject line — optimize it as carefully.
- Mobile readers (70%+) need short paragraphs and big buttons.
- One CTA per email is enough — multiple CTAs confuse readers.
- Track engagement by section to see where readers drop off.

Example Input

Original Newsletter: “Hi everyone, here’s this week’s newsletter. I wanted to share some thoughts on productivity. First, I think we’re all too focused on time management when we should be focused on energy management. Second, the Pomodoro technique works but only if you actually use it. Third, take breaks. Anyway, check out my new course here: [link].”

Current Open Rate: 35%

Current CTR: 2%

Target Audience: Busy professionals who feel overwhelmed

Primary Goal of This Email: ENGAGEMENT (click-through to blog post)

Why It Works

Most newsletters have low engagement because of small, fixable issues.

This framework improves outcomes by forcing:

- subject line optimization (open rates)
- preview text optimization (second hook)
- hook optimization (first sentence retention)
- formatting recommendations (readability)
- CTA optimization (click-through)

Great newsletter optimization doesn’t change what you say — it changes how readers

experience it.

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