

Email Marketing / Newsletter Writing

Write newsletters that curate industry news, tools, and resources with original commentary and analysis.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Curated Newsletters, Resource Roundups, Industry Updates

Updated: May 2026

Why This Prompt Exists

Most curated newsletters are just link lists — no commentary, no value-add.

You get:

- links with no context (why should they care?)
- no original analysis (just aggregation)
- too many links (overwhelming, not helpful)
- no clear theme (random collection)
- readers who unsubscribe from lack of value

But curation is not aggregation.

It is selection with perspective.

- Intro: theme of this week's curation
- Item 1: summary (1-2 sentences) + your take + why it matters
- Item 2: same structure
- Item 3: same structure
- Closing: recap + CTA

Without commentary, you're just a link collector.

This framework forces AI to write curated newsletters that add value.

The Prompt

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

Your task is to write a curated newsletter.

Generate:

1. SUBJECT LINE (theme-driven)
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 with this)
4. CLOSING (1-2 sentences)
 - Wrap-up
 - Call to action (reply, share, or next week preview)
5. RESOURCE LIST (ready to hyperlink)

6. CURATION NOTES

- Why you chose these specific items
- What you excluded and why

INPUTS:

Industry/Niche:

[INSERT]

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

[LIST LINKS OR DESCRIBE]

Theme for This Edition:

[E.G., "AI tools for freelancers" / "Productivity systems that work"]

Target Audience:

[WHO ARE YOUR SUBSCRIBERS?]

Your Unique Perspective (what you add):

[E.G., "I test every tool before recommending it"]

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
- Be selective – curate, don't aggregate

How To Use It

- Curate 3-5 items max — more is overwhelming, less is insufficient.
- 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 theme to give coherence to the curation.

Example Input

Industry/Niche: Freelance productivity and tools

Curated Items:

1. New AI tool for meeting transcription (article)
2. Study on deep work vs. multitasking (research)
3. Productivity app update with new features (tool)
4. Freelancer time-tracking case study (example)

Theme for This Edition: “Tools that actually save time (not create more work)”

Target Audience: Freelancers overwhelmed by tool sprawl

Your Unique Perspective: I've tested 50+ productivity tools and only recommend the ones I actually use

Why It Works

Most curated newsletters are just link lists.

This framework improves outcomes by forcing:

- 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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