

Email Marketing / Newsletter Writing

Create a reusable weekly newsletter template with consistent sections: intro, main insight, quick tip, resource, and CTA.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Weekly Newsletters, Consistent Format, Template Creation

Updated: May 2026

Why This Prompt Exists

Most newsletters are inconsistent — different format every week, confusing readers.

You get:

- no consistent structure (readers don't know what to expect)
- each newsletter takes too long to write (starting from scratch)
- no branding or visual identity (looks like a personal email)
- missed opportunities for recurring sections
- low engagement because format changes confuse readers

But a template is not restrictive.

It is a framework that speeds up writing and builds reader habits.

- Intro: welcome, context, what's in this issue
- Main insight: the core value (1-2 paragraphs)
- Quick tip: actionable, under 50 words
- Resource: tool, article, or template recommendation
- CTA: reply, click, share, or subscribe

Without a template, every newsletter is a blank page.

This framework forces AI to build a reusable newsletter template.

The Prompt

Assume the role of an email newsletter strategist who builds consistent, scannable templates.

Your task is to create a weekly newsletter template.

Generate:

1. NEWSLETTER NAME AND BRANDING

- Name
- Tagline (one sentence)

2. TEMPLATE STRUCTURE (sections in order)

- Intro / welcome
- Main insight (core content)
- Quick tip (actionable, short)
- Resource recommendation
- Call to action
- Footer

3. SECTION DESCRIPTIONS

- What each section should contain
- Recommended length per section

4. PLACEHOLDER TEXT (fill-in-the-blank prompts)

- [Insert main insight here]

- [Insert quick tip here]
- [Insert resource link here]

5. SUBJECT LINE PATTERNS

- [Topic] + [Benefit]
- [Number] ways to [outcome]

6. SIGNATURE / FOOTER

- Sign-off (your name)
- Unsubscribe link
- Social links (optional)

INPUTS:

Your Brand/Name:

[INSERT]

Newsletter Topic/Theme:

[WHAT DO YOU WRITE ABOUT?]

Target Audience:

[WHO IS READING?]

Brand Voice:

[PROFESSIONAL / FRIENDLY / WITTY / EDGY / WARM]

Typical Newsletter Length:

[SHORT (200-300 words) / MEDIUM (400-600) / LONG (700-1000)]

RULES:

- Sections should be scannable (short paragraphs, subheadings)
- Main insight delivers the core value (rest is support)
- Quick tip must be actionable (something they can do today)
- Resource recommendation adds value without being salesy
- CTA must be clear and low-friction
- Use the same template every week (builds reader habit)

How To Use It

- Use the same template every week (builds reader habit and expectation).
- Keep the main insight as the core value — everything else supports it.
- Quick tip should be actionable — something they can do in under 5 minutes.
- Resource recommendation adds value without being salesy (tools, articles, templates).
- CTA should be low-friction (reply, click a link, share with a friend).

Example Input

Your Brand/Name: The Freelance Insider

Newsletter Topic/Theme: Freelance productivity and business growth

Target Audience: Freelancers with 1-5 years experience

Brand Voice: WARM AND ENCOURAGING

Typical Newsletter Length: MEDIUM (400-600 words)

Why It Works

Most newsletters are inconsistent.

This framework improves outcomes by forcing:

- consistent section structure (reader habits)
- scannable formatting (engagement)
- actionable quick tips (value)
- resource recommendations (trust)
- clear CTAs (conversion)

Great newsletter templates don't restrict creativity — they free you to focus on content, not format.

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See also [The Promotional Newsletter \(Soft Sell\)](#)