Newsletter Planning Template

1. Newsletter Title
- What is the name of your newsletter?
  (Example: Weekly Content Tips)

2. Subject Line
- Write a catchy subject line to grab attention.
  (Example: 5 Ways to Improve Your Content Today!)

3. Pre-Header Text
- Add a short sentence to preview your newsletter.
  (Example: Simple tips to make your content stand out.)

4. Main Topic
- What is the main topic or focus of this newsletter?
  (Example: How to Write Great Headlines)

5. Key Points to Include
- List 2–3 key points or tips you want to share.
  (Example: 1. Use strong, action-driven words. 2. Keep headlines short and clear.)

6. Call-to-Action (CTA)
- What action do you want readers to take?
  (Example: "Read our latest blog post" or "Download this free guide")

7. Audience Segmentation
- Who is this newsletter for?
  (Example: Bloggers, marketers, business owners)

8. Personalization
- How will you personalize the message?
  (Example: Include the recipient's name or mention their interests.)

9. Visuals
- What images or graphics will you include?
  (Example: Include a header image or product photo.)

10. Send Date
- When will you send the newsletter?
  (Example: *Friday, 9 AM*)

11. Performance Metrics
- How will you measure success?
  (Example: Track open rates, click-through rates, and engagement.)

This simple template helps you stay organized and ensure your newsletter is engaging and easy to read!