

WRITING NEWSLETTER CONTENT

In this workshop, we'll discuss how to develop ideas, plan content & establish frequency.

SUNDAY
JUNE 28, 2026
3:00 PM - 4:00 PM

ONLINE VIA ZOOM
www.proseandpens.com



Presented by: Dwaynia Wilkerson
Prose & Pens



Writing Newsletter Content

Seven Rules to Help Develop Ideas, Plan Content, and Establish Frequency

1. Build your list the right way.
2. Establish a goal.
3. Choose a format, font, & color scheme that are easy to read.
4. Develop foundational topics.
5. Establish a publishing schedule.
6. Vary the type of content
7. Plan your content

NOTES



Build Your List the Right Way



Don't add everyone you know to your list. Make sure the people on your list have signed up for it on your website, added themselves to a sign-up sheet, manually opted in on your website, or are your customers/clients.

- Include an unsubscribe button. Make sure it is easy to see and access in every newsletter.
 - Use an official business email address as the email sender.
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Establish a Goal



What is the purpose of your newsletter?

- Some common goals are to build brand awareness, drive traffic to the website, build customer engagement, share news about the business or industry, or establish yourself as a thought leader
- To keep yourself on track, choose a single goal to start with, and over time, your goal and intentions might change.

Choose Easy-to-Read Formats, Fonts & Colors



Readability, scannability, and the quality of your content are more important than aesthetics.

- Too many design elements can be distracting, overwhelming, or simply unpleasant, especially depending on your audience demographic.
 - Spending too much time on visuals can often keep you from hitting “publish”. Don’t let that be the reason your newsletter stalls.
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Develop a Foundational List of Topics



Having a list of two to six leading topics will not only help alleviate decision fatigue, it will also make the newsletter more cohesive overall.

- These will be on rotation from one newsletter to the next.
- A rotating list of topics will help your audience know what to expect from you and what to tell others about the type of content you provide.

Establish a Publishing Schedule



A publishing schedule is how often, on what day, and at what time your newsletter will be published. Stick to this schedule.

- You get to choose the frequency at which you publish. While a weekly newsletter is among the most popular frequencies, you can choose bi-weekly, monthly, or even daily if you have the bandwidth. Once you have established how often, decide on the time of day.
 - While the frequency is important, consistency is perhaps equally important. Once your audience is accustomed to you being in their inbox, you don't want to disrupt the expectation.
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Vary Your Content Types



You do not have to commit to only one type of content for your newsletter. Likewise, some types include FAQs, educational and informational content, and promotional material.

- Different types of content can help keep the monotony at bay for your audience and you. It also provides an opportunity to determine which types you enjoy creating and which they are most likely to read.
- In addition to those listed above, other options included customer highlights and behind-the-scenes content.

Plan Your Content



Planning means preparedness. Planning does not mean excessiveness. If you can plan for at least one month (to include setting a date to plan for the next month), you'll stay ahead of the game.

- Remember the foundational list of topics we discussed earlier? This is where those come in handy. Plan content around those topics.
- You can pair a topic + a content type to rotate on the frequency you choose. This way, you always know what you will do and when.
- If you can schedule your content ahead of time, that makes everything even easier. To do so, you should be using an email marketing provider like Mailchimp, Constant Contact, or the one associated with your website host (Wix, Shopify, GoDaddy, etc).

QUESTIONS?

NEXT WORKSHOP

[INSTEAD OF THAT, SAY THIS!](#)

WEDNESDAY, JULY 22, 2026

6:30 - 7:30 PM

VIA ZOOM

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WWW.PROSEANDPENS.COM

DWAYNIA@PROSEANDPENS.COM