Flexible Newsletter Workflow Checklist

Use this checklist for weekly, bi-weekly, or monthly newsletters. Just adjust the timing based on your schedule.

PHASE 1: PLAN & Outline

- ☐ Choose a topic (client question, seasonal theme, personal story)
- ☐ Draft a quick outline (key points + possible free resource)
- ☐ Ask ChatGPT or brainstorm tie-ins, if needed

Timing Tips: Weekly: Brainstorm Friday, outline Monday
　　　　　　Bi-weekly: Plan early Week 1
　　　　　　Monthly: Use Week 1 for full planning

PHASE 2: WRITE & EDIT

- ☐ Write intro (story, struggle, or client example)
- ☐ Build the body (tips, insights, or relatable lesson)
- ☐ Add CTA or link to a free resource (if applicable)
- ☐ Edit for clarity, brevity, and tone

Timing Tips: Weekly: Draft mid-week, edit Friday
　　　　　　Bi-weekly: Draft Week 1, edit early Week 2
　　　　　　Monthly: Draft Week 2, edit Week 3

PHASE 3: RESOURCE + SEND

- ☐ Create a light resource (checklist, tip sheet, guide)
- ☐ Link clearly in the email
- ☐ Format for mobile and desktop
- ☐ Test, schedule, or send

How to Use This Checklist

Review weekly or daily, check off what's complete, and revisit each time you plan your newsletter.

Need help? Let's talk: Schedule Time With Me