



Flexible Newsletter Workflow Checklist

A step-by-step guide to planning, writing, and sending your newsletter without the overwhelm

PHASE 1: PLAN & Outline

The key to a consistent newsletter is removing the friction of starting. By separating the planning phase from the writing phase, you avoid the blank-page stare.

- Choose a topic**
Draw from a recent client question, a seasonal theme, or a personal story that ties back to your expertise.
- Draft a quick outline**
Jot down your main point, two or three supporting details, and a possible free resource or CTA to include.
- Brainstorm tie-ins**
If you feel stuck, use an AI tool like ChatGPT or Gemini: "Give me 3 relatable angles I could use to introduce [topic] to an audience of [ideal client]."

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 your draft without editing yourself. Once the ideas are on the page, refine the tone and clarity.

- Write introduction**
Start with a hook (a brief story, a common struggle, or a real-life client example).
- Build the body**
Share your tips, insights, or the relatable lesson. Keep paragraphs short (2-3 sentences) for easy mobile reading

Add CTA or link to a free resource

Tell readers exactly what to do next. Link to a free resource, invite them to reply, or share a booking link.

Edit for clarity, brevity, and tone

Read your draft aloud. Does it sound like you?

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

If applicable, finalize the checklist, tip sheet, or guide you are offering.

Write and test your subject line

Aim for under 50 characters. Try one curiosity-based option and one benefit-based option.

Preview for mobile and desktop

Check your layout in MailerLite or Flodesk before scheduling.

Send a test email to yourself

Review the formatting, click every link, and confirm the subject line looks right.

Need help? Let's talk: www.bluebutterflysolutions.com