Email Newsletter Plan

Issue # _____ **Send date** _____

Audience / segment _____ **Goal** _____

Subject line and preview

Subject line (under 50 characters) _____

Alternate subject (A/B test) _____

Preview text (40–90 characters) _____

Content

Section	Content	Link / CTA
Opening / hello	[A short, personal note: what's new or what this issue is about]	
Main story	[Your most valuable content: tip, guide, announcement]	[Read more]
Second feature	[Product, event, case study or customer story]	
Quick hits	[Three short updates, links or tips]	
Offer / main CTA	[One clear action you want readers to take]	[Button text]
Sign-off	[Friendly close with your name]	

Pre-send checklist

- [ ] Subject line and preview text checked
- [ ] Images have alt text
- [ ] Spelling and names proofread
- [ ] Unsubscribe link and business address in footer
- [ ] All links tested
- [ ] Reads well on mobile
- [ ] Sent a test email to yourself
- [ ] Correct audience segment selected