



Learning with SDP | Let's Talk About It

# Your First Newsletter Template

*Fill-in-the-blank structure — write it today, send it tomorrow*

## The 3-Part Newsletter Formula

This template removes the blank page. Fill in the brackets, review for your voice, and hit send. You can use this exact structure every single month.

### PART 1 — What I'm Working On (2-4 sentences)

Start by sharing something you're currently doing, writing, or thinking about. Readers subscribed because they want to know YOU. This is the most important part.

*I've been [describe what you're working on — a draft, revision, research, a book event]. It's been [one word: wild / slow / exciting / challenging] because [brief honest reason].*

*[Optional: What surprised you? What are you learning? What's going better than expected?]*

- *Fiction example: "I just hit the midpoint of Book 2, and my villain surprised me. Here's what happened..."*
- *Non-fiction example: "I spent this month testing every newsletter platform so you don't have to. The results were not what I expected."*

### PART 2 — Something I Want to Share (2-3 sentences)

Share a recommendation, a resource, a quote that moved you, or a recent experience. This part builds the sense that you're a real person, not a marketing machine.

*This month I [read / watched / discovered / visited] [title/name/place], and I keep thinking about [specific thing]. If you haven't [read/seen/tried] it, it's worth your time because [brief reason].*

*[Options: book rec, podcast ep, craft tip, event recap, quote that stuck with you, tool you're using]*

### PART 3 — One Clear Ask / CTA (1-2 sentences)

One ask only. Two asks splits their attention and reduces action on both. Make it easy, specific, and low-pressure.

*If you haven't [grabbed/read/visited/shared] [specific thing] yet, here's the link: [URL]. It's [free / on sale until X / the best place to start].*

*[Examples: Amazon page, review request, event signup, reader magnet, podcast episode, social post to share]*

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## Subject Line Formula (Pick One)

FORMULA	EXAMPLE
Curiosity Gap	"The chapter I almost deleted (and why I'm glad I didn't)"
Personal Story	"The thing that happened at my last book signing"
Direct Offer	"Free bonus story — yours until [date]"
Question / Vote	"Which cover should I pick? (I need your help)"
Behind the Scenes	"What my writing desk looks like at midnight"

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***Remember: This template is a floor, not a ceiling. Once you're comfortable, expand it. But even three sentences, sent consistently, beats a perfect newsletter that never goes out.***