



Learning with SDP | Let's Talk About It

# 12 Newsletter Topics You Can Use Right Now

*Evergreen idea bank — rotate, remix, and never run out of content*

These 12 topic formulas work for fiction and non-fiction authors at any stage. Each one is designed to build relationships with readers, not just sell books. Rotate through them in any order.

#	Category	Topic	What to Include	Sample Subject Line
1	Behind the Book	<b>The scene that changed everything</b>	Share a turning point in your writing process — a chapter you rewrote, a character who surprised you, a plot hole you finally solved. Readers love craft stories.	<i>"The scene I rewrote six times (and what finally worked)"</i>
2	Behind the Book	<b>The research rabbit hole</b>	Describe a research detour that took you somewhere unexpected. Historical facts, locations you visited, or expert interviews all make compelling reads.	<i>"I spent three days researching 1920s trains for one paragraph"</i>
3	Reading Recommendation	<b>Book that influenced your writing</b>	Recommend a book that shaped how you write or think. Explain what you borrowed from it (technique, not plot). Readers trust author recommendations.	<i>"The book that taught me how to write villains"</i>
4	Reading Recommendation	<b>What you're reading right now</b>	Simple and relatable. Share your current read and a one-sentence reaction. Keeps your newsletter feeling current and conversational.	<i>"My current read and a wildly unpopular opinion about it"</i>
5	Reader Q&A	<b>Answer a question from your inbox</b>	Reply to a question a reader actually asked you, or one you imagine they'd ask. This format signals that you're listening and builds two-way connection.	<i>"You asked about [topic] — here's my honest answer"</i>
6	Reader Q&A	<b>Character spotlight</b>	Let readers ask questions about a character, then answer in your own voice (or the character's). Great for series authors building world loyalty.	<i>"Everything you wanted to know about [Character Name]"</i>
7	Personal Story Tie-In	<b>The real experience behind the fiction</b>	Connect a real event in your life to something in your book. Even tiny connections — a conversation, a place, a memory — make the work feel more real.	<i>"The actual road trip that became Chapter 9"</i>
8	Personal Story Tie-In	<b>Writing life snapshot</b>	Describe your writing environment, routine, or a recent writing session — including the hard days. Authenticity builds trust faster than polish.	<i>"What a genuinely bad writing day looks like (and how I handle it)"</i>

<b>9</b>	<b>Resource / Tool Share</b>	<b>Free tool you actually use</b>	Share a tool, app, or resource you genuinely rely on. Keep it specific and honest. This positions you as helpful without feeling like an ad.	<i>"The free tool I use to outline every chapter"</i>
<b>10</b>	<b>Resource / Tool Share</b>	<b>Your writing playlist or environment tip</b>	Share the music, sounds, or environment that helps you write. This is low-stakes, relatable, and sparks reader responses.	<i>"My writing playlist for dark scenes (all 47 songs)"</i>
<b>11</b>	<b>Seasonal / Timely</b>	<b>Book news tied to a season or event</b>	Connect your book to a holiday, season, event, or moment in current culture. Works for any genre with a little creativity.	<i>"The perfect read for [season/occasion] — including mine"</i>
<b>12</b>	<b>Seasonal / Timely</b>	<b>Year-end or milestone reflection</b>	Look back at what you accomplished, what you learned, or what surprised you. Readers respond strongly to honest, human reflections.	<i>"What I actually finished this year (and what I didn't)"</i>

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**Tip: Cut this page out and tape it near your desk. When you sit down to write your newsletter and your mind goes blank, pick any row. That's your topic.**