



FREE TEMPLATE

The Monthly Newsletter Framework

A repeatable structure for emails people actually want to read.

THE GOAL

Turn a pile of updates into one clear, useful newsletter with a reason to open, a reason to keep reading, and one obvious next step.

Strategy that moves. Results that last.

Powell Strategic Solutions

THE FRAMEWORK

Five Parts. One Clear Message.

A newsletter does not need to say everything. It needs to make the right things easy to notice.

- 01

The Hook

Open with one strong idea, timely observation, question, or short story that earns the next 20 seconds of attention.

Avoid opening with housekeeping. Lead with something the reader cares about.
- 02

The Main Story

Choose the single most important update, message, win, challenge, or story for this issue.

If everything is the headline, nothing is the headline.
- 03

The Value

Give the reader something useful: an insight, resource, deadline, tip, event, explanation, or opportunity.
- 04

The Human Element

Add a person, photo, behind-the-scenes moment, volunteer/customer spotlight, or short story that makes the organization feel real.
- 05

The Ask

End with one primary action: register, donate, volunteer, schedule, reply, request a quote, attend, share, or learn more.

One strong CTA beats five competing buttons.

QUICK TEMPLATE

Build Your Next Issue

SUBJECT LINE	What makes this worth opening right now?
OPENING HOOK	1-3 sentences that create interest or relevance.
MAIN STORY	The one thing you most want the reader to understand.
VALUE BLOCK	A useful resource, tip, update, deadline, or opportunity.
HUMAN MOMENT	A photo, person, quote, story, or behind-the-scenes detail.
PRIMARY CTA	The one action you want the reader to take.

The 60-Second Newsletter Check

- ☐ The subject line gives me a reason to open.
- ☐ The first screen contains something worth reading.
- ☐ The newsletter has one obvious main point.
- ☐ A reader can skim the headings and still understand it.
- ☐ The email sounds like a person, not a press release.
- ☐ Links and buttons work on mobile.
- ☐ There is one primary call to action.
- ☐ The sender name and reply address are recognizable.
- ☐ Dates, names, and details have been checked.
- ☐ I removed anything that is only here because 'we should probably include it.'

CONSISTENCY BUILDS TRUST

A strong newsletter is not about sending more email. It is about giving people a reason to keep opening the next one.

Need help with messaging, newsletters, or digital strategy? Visit powellstrategicsolutions.com.